

# Editor & Publisher

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Mike Royko



Jack Dykinga



William J. Eaton



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CHICAGO CIRCLE

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Every year since 1969 at least one Sun-Times or Daily News staffer has been awarded a Pulitzer Prize.

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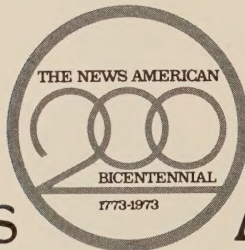
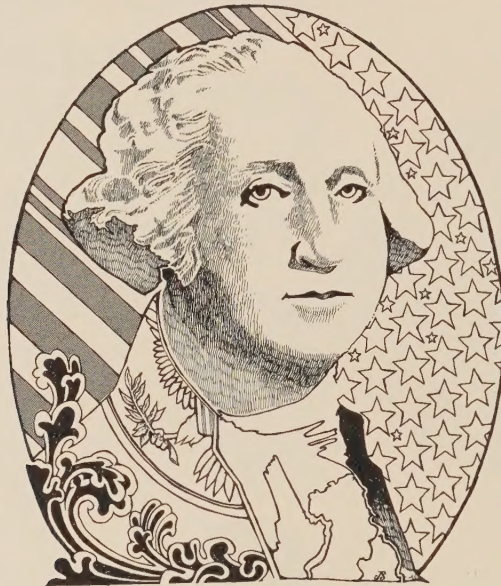
### Pulitzer Award Winners 1969-1973

Chicago Sun-Times		
Year	Category	Recipient
1970	General Local Reporting	Tom Fitzpatrick
1971	Feature Photography	Jack Dykinga
1973	Criticism	Ron Powers

Chicago Daily News		
Year	Category	Recipient
1969	Editorial Cartooning	John Fischetti
1970	National Affairs Reporting	William J. Eaton
1972	Commentary	Mike Royko



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**Democrat & Chronicle** (mornings and Sunday) **The Times-Union** (evenings)

## JULY

- 22-25—Newspaper Advertising Co-op Network, NACON, Gault House, Louisville, Kentucky.  
 22-27—ANPA-INPA Newspaper Research Workshop, Ohio State University, Columbus, Ohio.  
 23-27—Knight Newspaper Seminar, Modern Production Techniques, Miami.  
 23—Aug. 24—Seminar, "News Media in Western European Countries," Temple Univ. School of Comm. The Netherlands, Contact: Dr. Samuel Riley, Journalism School, Temple Univ., Philadelphia, Pa. 19122.  
 30—Aug. 3—The Newspaper Guild annual convention, Hotel Vancouver, Vancouver, B.C.

## AUGUST

- 3-5—Associated Press Association of California, Arizona and Nevada, San Mateo, California.  
 4-10—115th International Typographical Union Convention, Convention Center, San Diego, Calif.  
 10-11—Newspaper Advertising Executives of the Carolinas Meeting, Royal Coach Inn, Atlanta.  
 12-17—Newspaper Association Managers, Inc., Golden Anniversary Meeting, Jackson Lake Lodge, Jackson, Wyoming.  
 13-16—National Advertising Show, The New York Hilton, New York City.  
 16—Montana AP Editors Association meeting, Big Sky Montana.  
 17-18—Montana Press Association Convention, Big Sky, Montana.  
 19-22—Association for Education in Journalism Annual Convention, Colorado State University, Ft. Collins.  
 26-28—New York State Publishers Association, Otesaga Hotel, Cooperstown, N.Y.  
 26-29—New England Association of Circulation Managers, Basin Harbor Club, Vergennes, Vermont.  
 29—Sept. 1—International Newspaper Promotion Association-European Division, Hotel Zurich, Zurich, Switzerland.

## SEPTEMBER

- 7-8—Oregon-Washington UPI Editors Conference, Canterbury Inn, Ocean Shores, Washington.  
 7-9—Ohio Newspaper Classified Clinic, Pick-Ft. Hayes Hotel, Columbus.  
 8—Hoosier State Press Association Advertising Conference, Sheraton Motor Inn, Indianapolis.  
 8-12—Canadian Circulation Managers' Association Annual Sales Conference, Holiday Inn (downtown), London, Ontario, Canada.  
 11-14—Newspaper Advertising Executives Association of Canada-Eastern-25th annual Conference, Mount Royal Hotel, Montreal.  
 13-15—PNPA Classified Clinic, Hershey Motor Lodge, Hershey, Pa.  
 14-16—Pacific Newspaper Mechanical Conference, Southern Division, Biltmore Hotel, Los Angeles.  
 14-16—Maryland-Delaware-D.C. Press Association, Summer Conference, Beach Plaza Hotel, Ocean City, Md.  
 17-20—Knight Newspaper Seminar, "Training, Developing and Evaluating Your Employees," Miami.  
 20-22—Interstate Advertising Managers' Association & New York Advertising Managers' Bureau joint meeting, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.  
 21-23—Indiana APME fall meeting, Holiday Inn, Interstate 65, Lafayette, Indiana.  
 21-23—New England Press Association annual fall convention, (joint NYPA and NEPA meeting), Lake Morey Inn, Fairlee, Vermont.  
 22-25—Southern Circulation Managers' Association Annual Convention, Hilton Hotel, St. Petersburg, Florida.  
 24-26—INPA Southern Regional conference, Hyatt House, Houston.  
 26-29—Pennsylvania Newspapers Publishers' Association Annual Convention, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.  
 28-30—Advertising Executives Association of Ohio Daily Newspapers sales clinic, Pick-Ft. Hayes Hotel, Columbus.  
 30—Oct. 3—INPA Eastern Regional conference, Colony Resort, Atlantic City, N.J.

## OCTOBER

- 7-10—UPI Editors & Publishers Conference, Camino Real Hotel, Mexico City.  
 7-10—INPA Western Regional conference, Washington Plaza, Seattle.  
 9-13—National Conference of Editorial Writers 27th Annual Meeting, Honolulu, Hawaii.

# NEWSPAPER FORUMS

LET THE SUN SHINE IN

It's our business at The St. Petersburg Times and Evening Independent to provide consumers facts and information to illuminate their decision-making. Public forums serve as an extension of that usually printed service to readers. Consumers have questions about law, medicine, stocks and bonds, auto repair, no-fault insurance. Times and Independent forums shed new light, offering a first-hand opportunity to question the experts.

The St. Petersburg Bar Association and The Times cooperate each year in presenting four legal forums, each with a different topic. Questions are submitted through newspaper coupons. Others are asked at the forum where four lawyers and a moderator discuss wills, estates and trusts, real property, no-fault divorce, no-fault insurance, etc. Newspaper coverage gives readers who couldn't be at the forum a chance to hear their questions answered. Local radio stations cooperate by taping each forum for later broadcasts.

The Pinellas County Medical Association and The Times have presented medical forums more than 20 years. To give readers more insight into auto repair service, The Independent co-sponsored a series of forums with St. Petersburg New Car Dealers Association and the St. Petersburg Area Chamber of Commerce. Questions about no-fault insurance were fielded when the Independent pulled together a forum featuring representatives from the State Insurance Commissioner's Office, Allstate Insurance Co. and the Independent Insurers of St. Petersburg. The Times has sponsored stock and bond clinics with member firms of the New York Stock Exchange.

It's our job to provide readers facts and information helpful in reaching day-to-day decisions. In this respect, our forum series is the extension of our editorial service, press and public working together for the enlightenment of all.

**St. Petersburg Times**

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**Evening Independent**

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EDITOR & PUBLISHER for July 21, 1973



# help.

We provide all of it we can to writers around the country working on insurance-related stories.

For instance:

- A free-lancer needed rate examples and tips on what kind and how much insurance to buy on recreational vehicles. We got them to him the same day he called. When he asked for pictures of vehicles involved in accidents, we checked our 25 regional offices' claim files and sent them along.
- A Baltimore reporter was assigned an in-depth story on no-fault insurance. He called State Farm for facts and figures. He got them ... plus interpretation from one of the top officers of the nation's largest auto insurer. And he got them within minutes.
- A Pittsburgh newspaperman was on a feature on road-killed deer. "Do you have any statistics?" he asked. We didn't... but first thing the next morning we did (and so did he) from our five "deer country" regional offices.

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## **CATCH-lines**

**By Lenora Williamson**

**BAD DAY AT THE TRACK**—Cecil Foister quit his job as investigative reporter at Gannett's *Cocoa* (Fla.) *Today* to be a horse owner and trainer. But his first day as a winning owner is a mournful tale related by Luther Evans of the *Miami Herald*. Foister had picked up Hasty Nip, a three-year-old colt who hadn't shown anything in 17 races, for \$1,750. The day Hasty Nip was to run at Calder Race Course in Florida, Foister was so low in funds he borrowed eating money. Hasty Nip went off at 50 to 1, and Foister couldn't believe his eyes when the nag crossed the line a winner. The board flashed \$102.40 for \$2. Finances having been what they were that day, the ex-newspaperman didn't have a bet on his horse. As friends celebrated, Cecil was heard to remark, "I couldn't write this story. It's too personal and too sad."

\* \* \*

**HOME FROM THE SEA** and a busman's holiday in Long Beach, California, is Joseph L. Isakson, court reporter and farm editor of the *Fargo* (N.D.) *Forum*. Joseph made the news out on the coast as Vint Mader wrote a sparkling story for the *Long Beach Sunday Independent Press-Telegram* relating how the visiting newsmen on reserve duty at the Long Beach Naval Station "was magnetized in his afternoon liberty hours to the local courts, where the judicial pace is that of a prairie fire compared with his own county courts . . ."

Mader told readers that back home in Fargo, Isakson has no time for bucolic brooding. Among his chores is editing a Friday Farmer's Forum—a tabloid supplement with an entertaining jumble of classified ads, 50 words for a dollar, open to everyone with a farm address. There are 10 to 15 pages of ads, running in whatever order printers set them.

\* \* \*

**HEADY HEADS**—Down in South Jersey at the *Woodbury Daily Times*, news editor Fred Petri's page one head for the UPI story on President Nixon's attack of viral pneumonia read: 'Bug' Puts Nixon in Hospital Bed. And out in Dearborn, Michigan, the *Press* took due note of the City Council ordinance establishing a commission to plan local observances of the nation's 200th birthday. The ordinance is numbered, naturally, 1776. So the *Press* head was: Ordinance 1776 to hail 1776.

And cheers for the *Chicago Today* head on a report of companies switching to the four-day work week: On the 5th, 6th, and 7th day they rest.

\* \* \*

**"MORE THAN A HUNDRED** of the world's journalists were firing mainly daft questions at Lieutenant Mark Phillips in Germany last week," wrote Godfrey Smith in the *London Sunday Times*. "Carefully duplicated handouts which encapsulated his career to date lay unheeded on seats all around." The Army, Godfrey commented, "had laid on a show of which admen from J. Walter Thompson would not have felt ashamed. Apart from the hand-outs, there were signs reading 'Press Conference', with neat black direction arrows all along the autobahn 16 kilometres or so from Bergen-Hohne."

The Times man noted there were seven items "on the printed curriculum vitae which the Press, preferring to form an unruly scrum around Princess Anne's fiancé, had ignored." As the questions "grew wilder and more absurd", one fellow officer in the group watching with "tolerant and detached amusement" said of the press scene, "What a way to earn a living!" Refreshments at the officers' mess, followed the interview. Concluded Smith: "A large placard at the gates as we left read: 'Thank you for coming. Safe journey.' Really, J. Walter Thompson would have been quite proud."

\* \* \*

**SUMMERTIME**—"Breathe Easy—No Ties, No Girdles" was the way Joe Taylor, publisher of the *Davis* (Okla.) *News* billed a summer outing for the Oklahoma Press Association of which he is convention chairman. Taylor announced that any ties worn would be clipped, but of course an honor system would hold for the women.

EDITOR & PUBLISHER for July 21, 1973



# SPRINGFIELD

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James Wright Brown  
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of Circulations  
Member, American  
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6 mo. average net paid Dec. 31, 1972—25.03\$  
Renewal rate—75.24%

## That 'bandwagon' effect

No one has ever proven conclusively that there is a "bandwagon" effect in voting, and yet legislation has been presented in Congress to prevent it. The bill offered by Sen. Henry Bellmon (R-Okla.) would make it a federal offense for any state or local election official to release voting tabulations for President or Vice President before midnight EST (E&P, July 14, page 7). That would prevent publicizing election returns until one hour after the polls closed on the West Coast and Hawaii.

When it is midnight on the East Coast, it is nine p.m. on the West Coast and seven p.m. in Hawaii. So here is what would happen on Election Night:

The people on the West Coast and beyond would get from radio and television fairly complete reports on election results including almost total figures from the East Coast. Newspapers there would have ample time to get those figures into the next morning's editions.

On the East Coast the news blackout would be in effect until after midnight when most people had gone to bed. No television or radio reports, and morning newspapers would be hard-pressed to make deadlines with figures released at midnight, if they could make them at all.

This is obvious tampering with the flow of the news and it is the voters on the East Coast who will suffer the blackout. Unless someone has proof that hordes of West Coast voters think so little of their voting right that they sacrifice it only to jump on the bandwagon, we think the system ought to be left alone.

## Closing time for NYSE

The comments above on the proposal to control release of election results, apply also to the New York Stock Exchange suggestion, now under study, that the market closing time be extended to 4 p.m. from 3:30.

Again it would be the newspapers and their readers on the East Coast that would be affected. The few metropolitan city afternoon papers now carrying market closing figures in their final editions have a difficult time getting them distributed in time to catch home-bound workers. A half-hour delay would make it impossible.

Putting information about the market into the hands of present and potential customers at the earliest possible moment should receive top consideration of the Exchange. Extending the closing will have the opposite effect on the East Coast at least.

## New consumer agency

Congressional committees are still debating proposals for a new government agency to be known as a "Consumer Protection Agency" to serve as an advocate of consumer interests before all other government agencies and departments. There are two bills before the Senate and two in the House.

A similar bill was passed by the Senate in 1970 but never reached the floor of the House. In 1971 a modified bill passed the House. In 1972 the bill died in the Senate.

Such a record would indicate doubts and lack of conviction about the wisdom of creating another super-agency with a multi-million dollar budget. Strengthening the powers of existing agencies having jurisdiction over consumer affairs would make more sense.

### The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

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Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Edward M. Swietnicki, Lenora Williamson.

Editorial Assistant: Marie Stareck.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Donald L. Parvin, W. F. Pierce, Richard E. Schultz, Kenneth R. Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

### OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212 752-7050. TELEX 12 5102

Chicago: 111 East Wacker Drive, 60601. Phone 312-565-0123. Gerald B. Healey, Editor. Willard L. Pierce, Richard E. Schultz, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

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# letters

## CARRIERS WILL SELL

Regarding June 23 E&P story headlined: Sluggish Circulation Growth Linked to 'Little Merchant', Francis L. Dale, publisher of the *Cincinnati (O.) Enquirer* is quoted. I would like to challenge some of Mr. Dale's remarks. Dale said:

We need to upgrade the personnel we're using as our first line of contact for circulation.

Answer . . . A good many people—perhaps one third of our readers subscribe to a newspaper because of this Little Merchant on the route. One cannot "buy" a friendly smile or earnest youthful appeal of our boys and girls 11, 12 and 13 yrs. of age. They are "upgraded" by their maker.

Are our carriers qualified to persuade a family to subscribe to our newspaper?

Answer . . . Carriers respond to leadership and will deliver—sales, service and collections according to the training program their leaders expose them to. There aren't very many poor carriers, only poor leaders. If we screen our applicants carefully and constantly train + explain + teach our new carrier salesmen we will obtain the desired results. The important ingredient is communication. Let our Little Merchants know what is expected of them—how to properly operate their own business. In the beginning "start them off correctly and follow through". See that they "know how" to sell, collect and deliver—and expect them to do it. Check the operation of their business. Reprimand them when necessary—compliment them on a job well done—but, whatever you do—don't ignore them. Our Little Merchants will respond to top notch leadership.

Regardless of whom you put on your routes, Little Merchants or adults, you will still be faced with the same problems and you will heed communication and leadership. I have found that adults respond about in the same manner as youngsters, only at a much costlier price.

He suggested circulators are thinking of themselves more as operators of a delivery system than as a sales organization.

Answer . . . I don't know whom Mr. Dale was referring to. All the circulators in the California Western Circulation Managers Association that I know are very "sales conscious". Our jobs depend on showing circulation increase year after year. One third of a circulation manager's job is promotion, the same as one third of a Little Merchant's business is selling. It is very important that the salesman deliver the newspaper to the new customer that he sold and also collect for same. This should establish a good relationship with the new customer and our Little Merchant. We have used outside sales, phones, boy crews and

adults and they have produced a tremendous amount of business. However, customer turnover runs about 90 percent in a four-month period. Pretty costly business.

We always work closely with the other departments, advertising and editorial. All our success or failure is dependent one with the other.

I believe that the newspapers are rendering a valuable public service by giving the youth of America an opportunity to earn while learning. The "Little Merchant" is the backbone of tomorrow's business world and the experience, training and 'know how' they learn on their paper routes will prove invaluable to them when they reach adulthood. Instead of replacing the Little Merchant we should think about hiring and training qualified leaders to manage our Little Merchants.

I've been working with carrier salesmen for over 30 years and young people are the same today as they were in 1943. They are hungry for a good leader—someone to pattern after, to admire, to follow. A circulation department of any newspaper is only as good as its circulation manager, so let's put the responsibility where it belongs and not on our Little Merchants.

ROBERT N. PACK

Circulation Manager  
Antelope Valley (Calif.)  
Daily Ledger-Gazette

\* \* \*

## YOU CAN PRINT THAT

From the testimony before the Watergate committee, newspaper readers and television viewers learned that the White House staff had a system by which "enemies" of the Administration would be "screwed" by income tax audits, etc. We wonder how many editors expunged the verbatim quote in reporting John Dean's revelations. Did the mouthing of the "barnyard language" by the witness on television make the earthy verb more palatable in print?

The incident sent us rummaging through a file of "unprintable" material that we kept while we were editing E&P and one item gave striking evidence of how times have changed in a mere 15 years. In 1958 this headline on the front page of the *Willimantic (Conn.) Daily Chronicle* was deemed unfit to print in the Short Takes feature of the "bible" of the Fourth Estate: **TEXTOR INC. MAKES OFFER TO SCREW CO. STOCKHOLDERS.**

Only four years later the *New York Times* created a journalistic sensation by quoting President Kennedy's remark, "My father always told me that all businessmen were sons-of-bitches but I never believed it until now." Some papers avoided the quotation because the AP reported it couldn't obtain confirmation of it from the White House and some toned it down. Today it wouldn't even make the lights on an OCR blink.

We feel free now to applaud (in print) the caption that Ed Whittlesey put on his column in the *Miami Beach (Fla.) Reporter* about two years ago: **A TRIBUTE TO A FIRST CLASS SON OF A BITCH.** After all, it was about his pet dog.

Also transferred to our "file-and-forget" folder is a comment we received from a highly respected editor in explanation of his refusal to print anything about the then controversial movie, "Baby Doll." This is

what the late great Alexander F. "Casey" Jones of the *Syracuse Herald Journal* wrote: "Our policy on 'Baby Doll' was simply that love in a pig pen is not newsworthy . . . We decided that a great deal of effort had been expended to bring to the screen the initial copulation experience of a moronic young female . . . 'Baby Doll' is just an effort to bring the motion picture screen a moral level lower than that which chased Minsky off Broadway."

Anybody for tango?

JEROME H. WALKER

Boca Raton, Fla.

\* \* \*

## ENEMY LIST FUSS

Some of the fuss about the White House "enemies" list is overacting. A fair proportion of the enemies are hard shell ideologues out to do to Mr. Nixon what he is apparently out to do to them. They are in Harry Truman's kitchen, doing a sort of propaganda job; if, like Maxine Cheshire of the *Washington Post*, they find it excruciating, that's the business.

And as for people trying to shortstop adverse stories, any knowledgeable press type can certify a dozen or 20 cases of this, including such pressures from the glamor-and-charm people jockeying for the White House in 1976. I once did a magazine article arguing against a well-known eastern Senator's harsh views on gun legislation. His press aide did everything but try sodium pentothal in an attempt to find out who was to publish it—so that he and the Senator could try to stop it.

BILL DAVIDSON

Benson, Ariz.

\* \* \*

## Short Takes

Double Wedding Ceremony Unites Two Sisters In Holy Matrimony . . . — *Conroe (Tex.) Daily Courier*.

\* \* \*

. . . O . . . (was serving a . . . term for gorgery.—*Phoenix (Ariz.) Republic*.

\* \* \*

Mobile clinics are . . . conducted . . . for the purpose of making the Papa test available to more women.—*Lincoln City (Ore.) News Guard*.

\* \* \*

. . . The Cardinal wet with representatives of the press . . . — *Boston Herald American*.

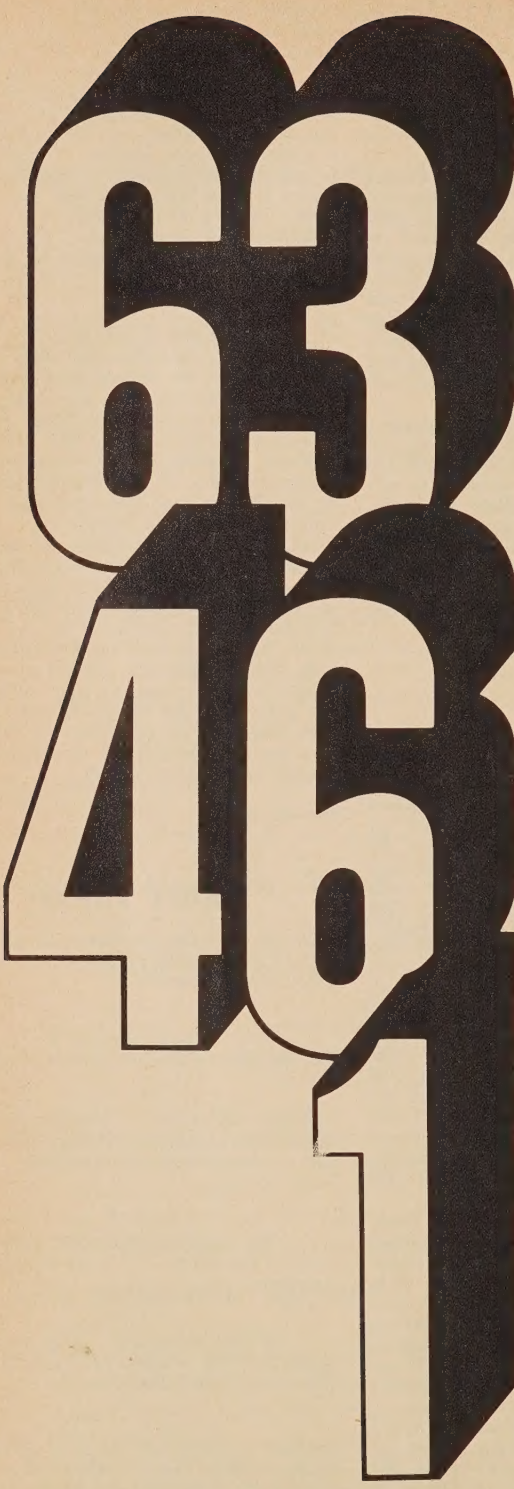
\* \* \*

. . . militia called out . . . to quell . . . textile and she workers on strike . . . — *Norwich (Conn.) Bulletin*.

\* \* \*

**SHORT TAKES LOVERS:** If you enjoy reading "Short Takes" every week in **EDITOR & PUBLISHER**, you can get a whole basketful of bellylaughs by reading "Stop the Presses" a hard-cover collection of the best of Short Takes, with foreword by Bob Considine and cartoons by Bob Dunn. For your copy, send \$2.95 to Editor & Publisher, Book Department, 850 Third Avenue, New York, N.Y. 10022.





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# Editorial writers voting on closing 'critiques'

By Edward M. Swietnieki

The National Conference of Editorial Writers is polling its members on what to do about the thorny problem of press coverage of its editorial critique sessions.

Theo Lippman Jr., an editorial writer for the *Baltimore Sun*, and not a member of the group, triggered a dispute last year when he asked officers of the NCEW if he could cover the sessions for (More), a monthly journalism review.

Charles J. Wellner Jr. editor of the *Lockport (N.Y.) Union Sun & Journal* and then president of the group, told the (More) reporter he could cover the critique sessions only if he agreed to follow the long-standing ground rule of not identifying editors or newspapers by name in his article. Wellner said free exchange of ideas and criticism has been encouraged at the critique workshop sessions and it long had been a practice "to request any reporters covering them to agree in advance that they would not report in such detail that it might prove inhibitive."

## Forget the article

(More) told Lippman to forget about a story under those terms, headlined its article "In Secret Session" and observed, "The most recent issue of The Masthead, the official publication of the NCEW has a nice article in it about the importance of forcing public groups to hold open meetings . . . Job security for editorial writers is a touchy subject." (More) quoted Calvin Mayne, associate editor of the *Rochester (N.Y.) Times Union*, as saying that frank published criticism of a colleague might cost the object of the criticism his job.

"If you say so-and-so is a lousy editorial writer, that wouldn't be very good for his employment status," Mayne said. "I know I might not say 'this is the most unpersuasive editorial I've ever read' if I thought his boss were going to read about it later."

The "In Secret Session" article led to an explanation of the 1954 NCEW bylaw in the winter issue of the NCEW magazine. The bylaw states: "Critique publicity—Names of individuals and newspapers should not be used but the general content of critiques shall be fair game for reporting same."

The NCEW membership was now fully involved in the dispute. Lauren K. Soth, editor of the editorial page of the *Des Moines (Iowa) Register and Tribune*, wrote: "As one of the NCEW clan who has argued for many years that nothing about a journalistic organization should be secret, or semi-secret, or even carry an

aroma that could be called secret, the implication of restraint on free reporting herein gives me the willies. Newspapermen must be more above reproach than Caesar's wife, especially these days when we are under attack. How can a newspaperman's organization justify any secrecy whatsoever? If discussions in critique sessions are inhibited thereby, so be it. We must be naked to the public . . . Anything uttered in a group of more than five people is not confidential very long. Attempts at secrecy nearly always backfire. The apparent attempt to 'control' press coverage in North Carolina (site of the NCEW 1972 annual meeting) seems to have backfired by giving (More) magazine a chance to accuse us of hypocrisy."

## Putting it to test

A review of the bylaw took place at the NCEW executive board meeting in April. Board member Sig Gissler of the *Milwaukee (Wisc.) Journal*, urging a change, said reporters will nearly always respect the request of critique participants who want to speak off-the-record. "We're the keepers of the flame of open meetings. We always put public officials to a test, but when we ourselves are put to the same test, we shrink."

Kenneth Rystrom, editor of the editorial page of *The Columbian* (Vancouver, Wash.) and John J. Zakarian an editorial writer for the *St. Louis (Mo.) Post-Dispatch*, received unanimous support for their resolution to have NCEW members polled on the issue of restriction of press coverage of editorial page critique sessions.

## Giving the problem thought

The NCEW members are being asked to "give the problem some thought." The "your opinion is wanted" ballot is to be mailed to Richard B. Childs, editor of the editorial page of the *Flint (Mich.) Journal*.

NCEW leaders ask answers to these questions: Should our critique sessions be wide open? Would such a policy inhibit the frank and free criticism we pride ourselves on? Can editorial writers who demand open meetings for public bodies defend restrictions on publication for themselves? Is the fact we are a private and not a public body sufficient defense? Isn't the exchange of uninhibited opinions between members the prime consideration, after all? Is it feasible to go off the record for our resource people, but not our members? Can the decision be left up to each critique group as it meets?

The nation's editorial writers are mulling the pros and cons of the issue over the 1954 bylaw.

Don Haskins, chief editorial writer for the *Albany (N.Y.) Times Union*, told E&P: "I don't see how we in the profession can call for open meetings in government and at the same time put restrictions on our own meetings."

Clarke M. Thomas, chief editorial writer for the *Pittsburgh Post Gazette*, believes the group will have to lean toward abolishing most of the restrictions of coverage of critique sessions. "I'm afraid as a result we're going to get sort of mutual back-patting sessions. If I give a critique of someone else and his paper and it gets reported, I may have to give a less critical critique." Last year Thomas told (More): "Having a reporter there (at critique sessions) would probably be somewhat inhibitory. Many wouldn't feel free to be critical of their own editor or publisher. It's a question of loyalty to your paper and in part the fear of losing your job."

In any case, Mayne, a past president of the NCEW who is recuperating from an operation, is delighted at the idea of the poll. "We're a very democratic organization," he says. We have sought to encourage criticism at the critique sessions and to protect the person or newspaper subject to the criticism. I happen to think it's been a worthwhile rule because of this."

## Effort to organize Newsday newsmen by Pressmen's union

An effort is being made to organize editorial employees of *Newsday* for the third time in three years—by a new union.

The 300 editorial department employees of the Long Island newspaper affiliated with the Times Mirror Co. of Los Angeles will vote on September 7 on whether they want to become members of the 252-member Local 406 of the International Printing Pressmen and Assistants Union at the newspaper.

The National Labor Relations Board has set the election date and both management and the organizing group are preparing for it.

An unsuccessful attempt by a group of employees to bring in the United Automobile Workers was made in 1970. In 1971, the American Newspaper Guild, by a vote of 167 to 90, failed in its attempt to get recognition as a bargaining unit for *Newsday* newsroom employees.

Members of the 14-member organizing committee in Long Island say that over 75 per cent of the 300 editorial employees so far have signed cards in favor of a union.



# Ad positioning, timing vital, INAE informed

By Jerome H. Walker, Jr.

Three national advertisers from the liquor, food, and movie industries, whose ads are given special attention by most newspapers, were featured speakers this week at the 111th International Newspaper Advertising Executives (INAE) sales conference, which was held July 15-18 in Halifax, Nova Scotia.

Representing the liquor field was Jack Musick, president, Hiram Walker Inc. and speaking for the movie theater owners and food businesses, were Roy White, President, National Association of Theater Owners, and Elliot H. Barden, senior product marketing manager frozen foods, Green Giant Co.

All three advertisers suggested ways for improving the effectiveness of the newspapers as an ad medium for their respective product promotions. They all had high praise for newspaper advertising under present conditions.

Musick, first to address the gathering of 185 ad execs, said the newspapers had enabled distillers to mount local campaigns quickly in order to take advantage of ever-changing marketing opportunities. As an example, he cited the surprise revival of sloe gin in California, and in Florida as far north as New Jersey which occurred recently. Musick said the gin is used by young people in these markets as a mixer with cola. As soon as the trend became evident, he said the company was able to schedule newspaper ads to exploit the market.

## Urges support for ABC

To keep pace with customers in a market, Musick said it was important for the newspaper admen to provide the distillers and their ad agencies with "current, accurate and relevant information about the size and demographic composition of individual audiences." He urged the newspaper execs to lend their full support to the Audit Bureau of Circulations' standardized data bank service.

Musick said ad positioning, timing, printing quality and merchandising also continued to be essential to distillers' advertising programs.

He said good positioning of liquor ads in high-reader traffic editorial space was very important and that newspaper's cooperation on this point affected a distiller's newspaper ad buying decisions.

The philosophy behind having good position, Musick said, is that distilled spirits compete in a "socially sensitive" arena and have invested millions of dollars in lifting them out of their association with the old-time saloon and the rumpled brown bag. "When I see an ad next to one of those all-night porno movie houses, I feel we have to start all over again," he said. Distillers also object to being in the obituary page.

He said timing of ad insertions is about

as important as positioning. He noted that distillers have relaxed their scheduling orders as much as possible in order to gain more favorable positions, but he appealed for Thursday or Friday insertions since these are the best days to sell liquor. Mondays and Saturdays he said are the worst days for liquor ads.

The quality of reproduction, Musick said, is critical to sales effectiveness in that the distillers appeal to taste. "If the label on the bottle is less than clean—and if that drink appears less than appetizing—we've not only wasted our shot at our customers, we might have turned him away," Musick pointed out.

## Clients want consistency

"We're not likely to make a great fuss over one muddy ad, but if the reproduction is consistently bad—or even if it is not consistently good—you can certainly bet you'll be hearing from our advertising department," he declared.

Lastly, Musick said distillers want and need more merchandising help from newspapers to get retailers involved with advertising programs. He suggested mailing of teaser flyers, posterized versions of full-page ads as the kind of effective merchandising he has in mind which newspapers can provide the distiller and their distributors.

Roy White, president of Nato, reported on the newspaper ad problems that theater owners would like to have cleared away (E and P, June 30).

White told the ad executives that the problems centered mainly on the areas of rates, deadlines, make-up, and acceptance standards.

As was reported previously, White said Nato's key exhibitor advertising committee sub-chairmen were being appointed in each state to work locally with newspaper representatives. He said the newspaper advertising bureau was designating the newspaper representatives.

He credited Jack Kauffman, president of the Newspaper Advertising Bureau, and Don Baker, chairman of Nato's ad committee with starting the dialogue between the newspaper and movie theater owners.

White said he felt many of the problems could be solved and most can be ameliorated in the discussions that would take place. He said that in his travels around the country, he has found that the exhibitors "unequivocally agree that newspaper advertising is by far the most effective and necessary means of selling a motion picture."

White put rates at the top of the list of problems and one which was causing wider use of other media by the theaters. He said the owners had no choice but to redistribute their newspaper advertising dollars to other media when forced to pay

higher national rates if two or more theaters not commonly owned participate in a joint ad.

Another rate problem, White said, was the imposition of an amusement rate, which is much higher, than the regular retail rate. This amusement rate, he said, restricts the use of space and accelerates the use of the newspaper movie directory, which neither sells the motion picture nor contributes to the readability of the amusement page or the newspaper.

Barden of Green Giant told the ad salesmen that he thinks the newspaper food section is one of the "hottest properties in the media world."

Barden suggested that the newspaper try to sell food processors and packers on buying coupon ads in food sections.

Barden disclosed that an extensive coupon study done by David Waltrous and Associates had found that women were reluctant to clip out a coupon from a newspaper before everyone in the family had read the paper and then too often do not bother to go back for the coupons.

On the other hand, the research firm said the women service books were viewed by women as hers alone so she cuts the coupons in them as she reads.

By selling the food advertisers on putting their coupon ads in the food section, Barden said the section becomes the woman's own section the same as a magazine does.

Barden said ad directors should attempt to make the paper's food editor more aware of changing life styles as they really are instead of what life styles will or should be. He said he sees food sections from all over the country and in most cases the food editor is completely ignoring the time-saving trends or else is bucking them.

## His yesteryear articles

"Frankly there's precious little about prepared foods except those derogatory features comparing the cost of a 'prepared' meal to one started from scratch," he noted. "If Mrs. Food Editor knows the interest, why so many articles on yesteryear—on how to make homemade dandelion wine—or how to make homemade bread and how to pickle and preserve," he asked.

Barden suggested that more careful attention be paid to positioning of coupons to avoid back up to someone else's coupon, and to give a makegood without a big fuss when a goof is made. Barden related several incidents involving the last coupon blitz campaign.

He advised the admen to contact his office and agency within 24 hours whenever an error occurred to tell them what happened, and indicate that the mistake was caught and ask if a makegood was necessary.

Barden suggested that a thorough system be set up by each paper for checking out the early edition to catch mistakes and to "catch such things as the coincidental appearance of bad publicity on mushrooms and a mushroom ad on the same page."

Barden said he objects to papers that print "nasty cartoons" of their corporate image—the Green Giant and unfair critiques of new products.



# UPI predicts system will enable on-demand news

By Margaret Cronin Fisk

UPI's electronic news handling system has cut errors in copy and greatly speeded up news copy production and dissemination, but one of its greatest advantages may be in the future.

James F. Darr, UPI vicepresident-communications, predicted that the wire service will eventually offer "on demand news services."

Darr was a major force in setting up the UPI system which uses Harris 1100 Video Display Terminals and Spectra 70 computers for gathering, editing and distributing UPI news reports.

Darr called the UPI system "the only fully electronic news handling system in the world." The system is called Information, Storage and Retrieval or IS & R. IS & R is centrally-based with computers and VDT's in New York.

## Still disadvantages

But, while news gets to UPI subscribers faster with IS & R, there are still disadvantages, Darr said. UPI sends on the wire about 72,000 words a day, "which the newspaper editor has to sort through."

"The editor throws away about 95 percent of it away—it's a waste of time and money," he added.

An editor "has to take what we give him," Darr said. "No client has access to our entire news resource."

What Darr proposes is to allow clients to dial in on the UPI computer for the news they want, just as UPI editors in New York can call up news on their VDT screens.

UPI stories are abstracted and filed in the computer. The abstract describes the story and its length. UPI editors call up abstracts to decide which stories to edit and send out.

Darr suggests that the regular news service line would send over only the "abstracts or summaries of each story, not the whole story. It would list everything we've got. If we have 10,000 words on POW relief and the editor wants it, he could get it. In fact, if you had a terminal now, we could tell you how to get information out of our computer."

## Improved operation

But while UPI plans greater service in the future, Darr said, the new system has improved UPI operations in the year since all news wire handling was switched to electronic means. UPI plans the purchase of 300 more terminals and two computers to add to its current 42 terminals and three computers.

Darr said the new system has "eliminated 95 percent of errors" by eliminating keyboarding. Darr said this need to eliminate errors was particularly important because of the growth of the photocomposition which "makes it difficult to correct errors."

Darr added that UPI is "moving 30



UPI NEWSROOM—Gone are the teletype machines, their operators, reams of paper copy, glue pots and scissors. Today the UPI editor calls up a story on a VDT screen, after reading its description on an abstract. Editing is done with the VDT command keys; all versions of a story remain stored until an editor decides on the final version.

percent more copy over the wire." Copy could go out faster but is limited by "what we can get on" the AT&T wire.

As for terminal breakdowns, Darr said there had been 120 failures on the 42 terminals in the first year, but most of those failures came in the first few weeks. "The infant mortality rate is high," he said.

Acceptance by UPI personnel of the editing terminals was fairly smooth, Darr said. Agreements were reached with teletype operators who were retrained or, primarily, attritioned out. Darr said UPI has few of its teletype operators left.

Acceptance by editorial employees was helped by their involvement in the planning of the system—particularly in designing the VDT keyboard for editorial use, Darr said.

## Questions answered

UPI Associate editor Paul Eberhart noted some editors questioned whether "they could do their job the same" with VDT's, as with glue pots, pencils and scissors. But operation of the system has answered those questions.

Eberhart said the machines give editors "access to a lot more copy and it's easier to handle copy." He added that VDTs give reporters and editors "a greater degree of control" in proofing, writing and editing.

"In the past we had to hand the story to a teletype operator—there's nothing an editor can do about how he (the operator) processes that story," he said. Now, however, the editor is the last person to touch the copy—no additional mistakes are added to the copy.

Darr said that VDTs are not being used for composition of feature or B-Wire ma-

terial. "Feature articles are still written on typewriters with an operator keyboarding it into the system. We ran out of terminals," Darr explained. The feature department will soon begin VDT composition.

An extra advantage to the electronic news handling system is that UPI has started "an electronic morgue." Darr said UPI never had a morgue—just a legal file. He said they expected to buy the *New York Times* library service to store in the UPI system.

Darr said that UPI may offer its editing system for sale, including written program and specifications.

## Resolution opposes control of media

A Senate joint resolution proposed by Sen. Marlow Cook (R-Ky.) would state Congressional opposition to any attempt by governmental bodies to control any medium of mass communications. Senate Joint Resolution 125 has been referred to the Senate Commerce Committee.

The resolution requires the approval of both houses and the signature of the President and has the force of law if approved.

The resolution states that "Congress opposes attempts by governmental units at all levels to own or control, manage, any medium of mass communications, whether it be newspapers, broadcast stations, or cable television systems, accepting noncommercial educational broadcast stations defined in the Communications Act of 1934."

# National News Council launches its operation

By Mark Mehler

Acknowledging that some sticky political and legal questions remained to be answered, the National News Council announced July 16 the appointment of directors and advisers and outlined rules of procedure.

At a press conference in New York, Justice Roger J. Traynor, chairman of the council, announced the appointments of William B. Arthur, former editor of *Look* Magazine as executive director; and Ned Schnurman, former city editor of WCBS-TV News as associate director.

Arthur announced the appointment of four advisers, who will act as consultants to the 15-member body. They are: Norman Isaacs, associate dean and editor-in-residence at Columbia Graduate School of Journalism; Harry Kalven, Jr., professor of law at the University of Chicago; Sig Mickelson, professor of journalism at Northwestern University; and Herbert Wechsler, professor of law at Columbia and executive director of the American Law Institute. Arthur said other names were also being considered for advisory positions.

Arthur then outlined the procedure for complaint contained in the council's by-laws.

Arthur said the council will consider two types of complaints: public complaints—complaints from any citizen or group in the U.S. concerning the accuracy or fairness of news disseminated by national news media; and media complaints—complaints from any news organization or person in a news organization concerning attempts to restrict the freedom of a national news organization to gather and disseminate news. The council will not concern itself with editorial comment.

Arthur said the organizations comprising the national news media include national as well as major supplementary wire services, daily newspapers (*Wall Street Journal*, *Christian Science Monitor*), and national tv and public broadcasting networks.

## Statement of rules

The rules state that any person or organization in the U.S. must file a complaint within 90 days of the date on which the material complained about was first published. The complaint must state in writing the name and address of the person or organization filing the complaint, the organization complained against, precise grounds for the complaint, and the facts relating to the complaint.

The council will not consider a complaint unless the complainant has first notified the news organization complained against, and has received either an inadequate or no response within 30 days. The council will not consider a complaint if court or administrative proceedings based on the same subject are pending. Com-

plainants must also waive the right to bring such an action in the event the council hears the complaint and issues a report on it. The complainant must also waive libel or slander claims against the council, its members and staff, anyone providing the council with testimony, and news media for publishing information about the complaint.

Upon receipt of a complaint, the council's Grievance Committee will review the facts and decide whether to consider it. Upon deciding to hear a complaint, the committee will send a copy of the complaint to the news organization complained against, with a request that it file a written reply within 30 days. If the parties resolve the complaint by agreement, the council will proceed no further.

The Grievance Committee will conduct a preliminary and informal inquiry. If it decides the complaint should be dismissed it will inform the council, and if the council agrees, notice of dismissal will be sent to both parties with explanations. If a hearing is to be held, both parties will similarly be notified in writing.

With regard to Grievance Committee hearings, the committee will have no power to compel any party or witness to provide information. Those choosing to appear may do so in person or be represented. They may present oral testimony or other evidence, and may call or cross-examine witnesses. The committee may itself call witnesses not called by either side.

The committee will observe the principle of confidentiality of newsmen's sources in all its proceedings. All hearings will be public and legal rules of evidence will not be in force.

## 10 days to respond

The committee will then make its recommendation to the council by majority vote. Before transmitting this recommendation, each side will get a copy of the decision, and will have 10 days to submit a written response. The committee may then either confirm or modify its decision.

The council may hold its own hearings on the issue, and by a majority vote decide to amend, accept, or reject the recommendation.

If the committee's recommendation is accepted, the council's written report will be made public. If the council votes to amend, reject or return the complaint to committee, its decision will be given to the two parties in writing, and they will have 10 days to submit a written response. The Council will then make the decision public.

Questions from the press pointed to problems involving testimony before the committee. Although a complainant is required to waive his right to bring action

on the complaint, nevertheless the possibility exists that other parties will use testimony in future court or administrative action.

"We don't intend to be used as a means of discovery or a 'dry run' for court cases," asserted Traynor. "And I find it difficult to envision that sort of situation arising." Traynor conceded, however, that there was no guarantee against this possibility, and said that in the event this becomes a serious problem, the council might be forced to forego all matters of a controversial or legal nature. "I hope it doesn't come to that," said Traynor.

Another serious problem posed in questions to the council was the lukewarm response from the press, particularly from the American Society of Newspaper Editors, which opposed the organization 4-1 at its conference in Washington, D.C.

Traynor again admitted that lack of media support was a serious liability for the new group, but said that even one out of five editors was a lot, and that the jury was still out on how much actual support the council would get.

## Power in media

"If a news organization refuses to participate in a hearing," he said, "we will hold the hearing as best we can. Of course, this refusal will be part of the record." Traynor said the council's sole power lies in getting its decisions published in the media. "If our decisions are newsworthy, I'm sure they will be publicized, regardless of the feeling of the media."

Traynor expressed bemusement with the media's negative approach to the council. "We're really just a reporter," he stressed. "All we can do is issue findings, which is why I can't understand what possible fear we can inspire in the national media. If reporters investigate all other areas, why not a reporter who covers the press?"

Traynor said the annual budget was approximately \$400,000, and that two sites in New York were currently under consideration as permanent headquarters for the new organization. He said the present paid staff included only the director, associate director, and himself, and that stenographers, secretaries, and research assistants would be hired in the coming weeks.

Justice Traynor's salary will be \$25,000 a year. Arthur will receive a \$45,000 yearly salary, and Schnurman \$32,500. Arthur and Schnurman will officially assume their posts on August 1. Given the somewhat lengthy procedure for filing a grievance, the council is not expected to hear its first case until at least November or December.

## Publisher's son dies

Thomas Wick, 16, son of Mr. and Mrs. Walter M. Wick, died June 30 in a one-car accident near Williston, N.D. He was a part-time employee in the production department of the *Williston Herald* which is published by his father.





Thomas Carlin

## Publisher appointed

Thomas Carlin, general manager of the *St. Paul (Minn.) Dispatch and Pioneer Press*, was named publisher of the newspapers, succeeding B. H. Ridder, Jr., president of Ridder Publications, Inc., who has served as publisher since 1959. He has resigned as publisher to devote full time to corporate matters of Ridder Publications.

Carlin, 52, joined the *St. Paul* newspapers in 1953 as an advertising representative. He was appointed assistant to the production manager in 1956 and assistant to the publisher in 1957. In 1959, he was named business manager, a post he held until his appointment as general manager.

## Capitol's Star News combination prospers

A "one year later" party on July 12 attracted 1,500 guests to the *Washington Star News*. The combined newspapers celebrated a first anniversary on that date.

John M. Kaufmann, president, reported on progress and forecast the future to an audience predominantly made up of advertisers. He told them and other guests, including *Star News* officials, that the paper's goal is to obtain 58 percent of Washington's advertising linage.

The *Star News* wants to be known as a Washington paper, he said, and for that reason "keeps its eyes on the local scene."

William Merritt, circulation director, reported growth in daily circulation of 115,444 in the first year of the combined papers. He and Kaufmann credited the increases a change in makeup to a cold type operation and consequent increased readability.

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## LAT/WP announces new transmission in U.S. and Canada

The Los Angeles Times/Washington Post News Service will introduce a new wire transmission system in the U.S. and Canada later this year, the service announced July 13.

The new system, which will be provided to all North American wire subscribers, will include:

- Six level upper and lower case transmission of all copy, suitable for use in subscriber electronic systems;
- Faster delivery at 88 words per minute;
- Printout on new silent printer equipment which can be located anywhere in the newsroom.

The system will utilize a new six-level carbon ribbon version of the Extel printer which is going into production this summer. Conversion to six-level in North America will be accomplished by lease of a special wire channel from the Associated Press under an agreement signed this month in New York. Under the agreement, AP will provide and maintain the wire channel and RCA Service Company will provide and maintain the Extel printers.

Conversion at subscriber locations is expected to begin in November and be completed nationwide by December. Present equipment will remain in place at all subscriber locations until new equipment is tested and in full on-line operation. There will be no additional charge for upper and lower case printout, and some charge for extra devices to capture the signal for subscriber internal use. The signal will be formatted identically to the AP unjustified "A" wire.

European wire subscribers will continue to receive the service by five-level all caps transmission.

## AP photo foment international fuss

An AP photographer on assignment at the Miss Universe contest in Athens inadvertently mixed politics with pleasure.

The photograph pictured four of the Miss Universe contestants in bathing suits. Miss Lebanon and Miss Israel were posed close together.

"I never knew," said Miss Lebanon, Marcelle Herro. "I never would have allowed it if I did." Miss Israel, Limoor Shreibman, smiled and said, "I love the idea of having a picture together." She said it would help establish better relations between the hostile nations.

The photograph caused an uproar in the Lebanese press. One paper, *Al Bayrak*, said that if Miss Lebanon had posed with Miss Israel of her own free will, she should be recalled from the contest.

Shreibman claimed she had tried to approach the Lebanese girl several times, but was rebuffed. Herro said she "did not want to talk about politics."

## Past Week's Range of Stock Prices

NEWSPAPERS		
American Financial Corp. (OTC)	7/11	7/18
Booth Newspapers (OTC)	12 1/4	14 1/4
Capital Cities Com. (NYSE)	43 1/2	47 1/4
Com Corp. (OTC)	3 3/4	3 3/4
Cowles Comm (NYSE)	4 7/8	5 1/2
Dow Jones (OTC)	28	28
Downe Comm (OTC)	1 7/8	2 1/8
Gannett (NYSE)	32 1/4	38
Harte Hanks (NYSE)	8 3/4	10 1/2
Jefferson-Pilot (NYSE)	28	32 1/2
Knight (NYSE)	35 1/4	39 3/4
Lee Enterprises (AMEX)	13 3/4	14 3/4
Med'a General (AMEX)	32	34 1/2
Multimedia (OTC)	18	18
New York Times (AMEX)	11 1/4	11 1/4
Panax (OTC)	4 1/4	4 1/4
Post Corp. (WISC.) (OTC)	10 1/2	10 3/4
Quebecor (AMEX)	16	16
Ridder Publications (NYSE)	13 7/8	16
Southern Press (CE)	29 1/4	30 1/2
Spiegel (OTC)	9 1/4	9
Thomson Newspapers (CE)	12 1/2	12 1/2
Time Inc. (NYSE)	30 3/4	34 1/2
Times Mirror (NYSE)	18 1/8	18 1/2
Toronto Star (CE)	21	22 3/4
Washington Post (AMEX)	20	19 1/2

SUPPLIERS		
Abitibi (CE)	10 3/4	11 1/4
Addressograph Multi. (NYSE)	13 1/4	14 3/4
Alden Electronics (OTC)	3 1/8	3 1/8
Altair (OTC)	3	3
Anglo-Canadian (CE)	10 7/8	12 1/2
Ball Corp. (OTC)	10 3/4	11 1/8
B. C. Forest (CE)	17 1/2	17 1/4
Berkley Photo (NYSE)	10 1/2	12 1/2
Boise Cascade (NYSE)	10 1/4	11
Compugraphic (AMEX)	19 3/4	22 1/2
Compuscan (OTC)	7 1/8	8
Crown Zellerbach (NYSE)	22 1/8	28 1/8
Cutler-Hammer (NYSE)	26 1/2	27 1/2
Dayco (NYSE)	16 1/4	16 1/2
Digital Equipment (NYSE)	82 1/4	86 1/4
Dowtar (AMEX)	20 3/4	21 1/8
Dow Chemical (NYSE)	50 1/2	53 1/2
Dymo (NYSE)	15 1/8	18 1/8
ECRM (OTC)	8 1/4	8 1/4
Eastman Kodak (NYSE)	134 1/8	138 1/8
Eschenreich Photo (AMEX)	11 1/8	10 3/4
Eltra (NYSE)	27 1/2	28 1/2
General Electric (NYSE)	56 1/2	59 1/2
Georgia Pacific (NYSE)	31 1/8	33 1/2
Grace, W. R. (NYSE)	21 1/8	22
Great Lakes Paper (CE)	21 1/2	22 1/2
Great No. Nekoosa (NYSE)	40 1/8	41 3/4
Harris Intertype (NYSE)	25 1/8	28 1/2
Imkost (NYSE)	71 1/8	73 1/2
International Paper (NYSE)	34 1/8	34 1/2
Itek Corp. (NYSE)	26 1/4	28 1/8
Kimberly Clark (NYSE)	38 1/8	40
LogElectronics (OTC)	4 1/2	4 1/2
MacMillan, Bloedel (CE)	28 1/8	29 1/8
Milgo Electronics (AMEX)	14 1/8	16
Millmaster Onyx (AMEX)	7 1/4	7 3/4
Minnesota Min. & Mfg. (NYSE)	81 1/2	83 3/4
"Photon (OTC)		
Richardson (NYSE)	11 1/2	13
Rockwell Intl. (NYSE)	27 1/4	29 1/2
Singer (NYSE)	45	48 1/8
Southern Paper (OTC)	14 1/4	14 1/8
Southwest-Forest Ind. (NYSE)	8 1/4	8 1/2
St. Chemical (NYSE)	15 1/8	16 1/8
Wheelabrator-Fry (NYSE)	13 1/4	14 1/4
White Consolidated (NYSE)	2 1/4	2 1/4
Wood Industries (AMEX)	10 3/4	10 1/2

ADVERTISING AGENCIES		
Doremus (OTC)	5 1/4	4 3/4
Doyle, Dane, Bernbach (OTC)	12 1/4	13 1/4
Footo, Cone, Belding (NYSE)	9 1/8	9 3/4
Frank, Clinton E. (OTC)	5	5
Gray Advertising (OTC)	8 1/4	9
Interpublic Group (NYSE)	14	13 3/4
Needham, Harper & Stears (OTC)	9 3/4	9 1/4
Ogilvy, Mather (OTC)	16 1/2	17
PKL Co. (OTC)	13 1/4	13 3/4
J. W. Thompson (NYSE)	15	15
Tracy-Locke (OTC)	5	5
Wells Rich Green (NYSE)	10 1/2	11 1/2

\*Trading suspended 3/26-7/23.

## Negotiations off

Tracy-Locke Company, Inc., Dallas, has announced that negotiations with Cowles Communications, Inc. for purchase from Cowles of radio stations KRNT-AM and KRNT-FM, Des Moines, Ia., have been terminated by mutual agreement.



# Record number Scripps-Howard scholarships

Trustees of The Scripps-Howard Foundation today authorized a record number of scholarships to undergraduates in the field of journalism as well as cash grants to colleges and universities.

Announcement was made by Matt Meyer, president of the Foundation, which has as its principal objective the encouragement of excellence in the broad field of communications.

One hundred and one students will have part of their college expenses paid in 1973-74 through the scholarship grants.

Fifty-one colleges and universities will receive one-year grants of \$1000 each. These grants—many of them bearing names of Scripps-Howard personages, active, retired, or deceased—will be administered by the schools, and go to students who are preparing for careers in communications.

Nineteen of the grants are specifically designated for students who are pursuing the non-editorial side of journalism; production, advertising, marketing, etc.

The trustees also announced the continuance of three awards in the classification of journalism—graphic arts to Rochester (N. Y.) Institute of Technology, and a new four-year grant.

## Special project grants

There were additional grants in a special projects category. These went to Columbia University in support of its American Press Institute seminars; the Inter American Press Association Student Exchange Fund; ABC (A Better Chance)—a program supporting black students in colleges and preparatory schools; and the American Press Institute Building Fund.

Others were to Syracuse University for graduate work in media communications; to the Journalism Department at Baylor University for instructional aids; and to the National Council for the Advancement of Science Writing, Washington, D. C., for advanced study.

Earlier this year the Foundation presented \$10,000 in prizes to winners in the Edward J. Meeman Conservation Awards; \$1500 in the Ernie Pyle Memorial Award; and \$9500 in the Roy W. Howard Public Service Awards.

More than 400 individual gifts helped make possible the 1973-74 awards, the largest number of grants in the history of the 11-year-old Foundation.

## Stopping the press

Lightning damaged a transformer powering the press at the Franklin (Ind.) Daily Journal plant, forcing the paper to print the June 26 editions at the company's plant in nearby Columbus.

Spokesmen at the Journal said the bolt struck near the building, traveled into the

building through a conductor, and into the transformer feeding power to the offset press.

## Comics firm ordered to sell two plants

A federal judge in Buffalo, New York has ordered Greater Buffalo Press Inc., printer of color comics and supplements, to divest itself of subsidiaries in Alabama and Pennsylvania.

U.S. District Court Judge John O. Henderson issued the directive July 9 ordering the company to sell its International Color Printing subsidiary in Wilkes-Barre, Pa., and its Dixie Color subsidiary in Sylacauga, Ala. The judge said the sale of the printing plants would restore competitiveness to the printing of color comics for newspapers.

The Justice Dept. had brought suit against Greater Buffalo in 1961 alleging that the merger with International Color Printing in 1955 violated anti-trust laws. The suit was dismissed by a trial court in 1970 but the decision was reversed by the U.S. Supreme Court a year later.

The Supreme Court held that the two companies controlled 75 percent of the comics supplement printing business and this was enough to constitute anti-trust violation. The court sent the case back to district court to work out a remedy.

Henderson said a special master-trustee would be designated to sell the subsidiaries within one year.

Lawyers for Greater Buffalo had contended that the company should not have to sell the Alabama printing firm which was built after the suit was filed. The company had claimed the Dixie plant was not built out of "the fruits of any monopoly."

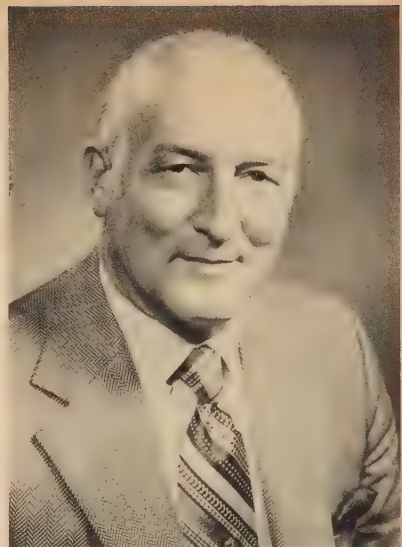
## Relman Morin dies; won Pulitzer prizes

Relman (Pat) Morin, 65, winner of two Pulitzer prizes during his 38 years with Associated Press, died in his New York City home July 16 after a long illness.

He was one of the first correspondents at the Korean conflict and his coverage there in 1950 earned him his first Pulitzer. His eyewitness accounts (dictated from a telephone booth) of the eight Negro children who integrated the high school in Little Rock, Ark. and the riots earned him his second in 1958.

Morin, who had joined AP after working for the Los Angeles Record and the Shanghai Evening Post in the early 1930s, was held for seven months by the Japanese in what was then French Indo-China in 1941. He was told a charge of espionage would be dropped if he would make propaganda broadcasts from Tokyo. He refused.

In addition to his reporting, his books include "Churchill: Portrait of Greatness" (1965); "Assassination: the Death of President Kennedy" (1968); and "Dwight D. Eisenhower: A Gauge of Greatness" (1969). A native of Freeport, Ill. he joined AP in 1934 and retired last year.



Robert Oehler

## Communications best sales aid, Oehler believes

If good communications have been established between the circulation department and newspaper carriers sales should reflect that enviable position.

When they don't it may mean communications have broken down and it's then time to look with care at the circulation operation and determine what is wrong.

It could be that the first line of a good sales force—the carrier—and the district manager who's supposed to be guiding him have fallen out of step. Maybe telephone sales calls are not doing the job. It may be necessary to step up the boy crew sales program.

These are some of the thoughtful expressions of A. Robert Oehler, vice president and circulation director of the Cincinnati (O.) Enquirer as he takes over the presidency for the next year of the International Circulation Managers Association.

He also urged that circulation promotion departments establish more rapport with editorial in order that upcoming features and series details are transmitted to readers to what their interest in the product.

### Need interesting paper

Most circulation people believe, Oehler said, that circulation has always generated newspaper sales. It's up to the editorial department to keep the increases, and even the old customers, with a bright, interesting paper.

This takes some doing, Oehler said, when it is considered that it takes 3,000 new subscribers a week (150,000 sales a year) just to stay even with the circula-

(Continued on page 16)



# Photographers can change status with new approach

By Lenora Williamson

Photographers who still fret over their "second class citizenship" status in newsrooms have themselves to blame, Jack Corn of the *Nashville Tennessean* told fellow photographers at the education seminar of the National Press Photographers Association in Hot Springs, Arkansas.

Photographers are going to be second class citizens until they are capable of going to an editor and talking about what is going on in the community and saying "a story should be done about this," Corn vehemently told the audience.

This research/background obligation was echoed by Brian Lanker of the *Topeka (Kans.) Capital-Journal*, 1973 Pulitzer Prize photographer, who said in his seminar presentation, "If we don't want to research our stories—maybe we don't want to be photographers—maybe we just want to make a buck."

"I have my facts and figures—I don't ask some reporter," Corn declared. He explained that 50 percent of his time goes into "normal" assignments; but that since 1936, when he became disturbed at the state of news photography, he has been doing in-depth documentary assignments from his own ideas and those of the publisher.

Showing slides of his Tennessee strip mining investigations, Corn said that it had never been a straight ecology story: the real story was in the inequities of taxation—which he researched in public records.

## Concern with ideas

These are not all great pictures, the photographer commented, "but this is what documentary photography is: Ideas. We should be concerned with ideas not with f stops." Expressing opinion that newspapers are "basically documentaries" and that the photographer has got to be more aware, Corn added, "I'm amazed that photographers don't read news."

Basically, Corn said, he shoots pictures for the public—to inform the public about groups of people they don't normally see. To get these pictures, he talks with people and sits down to eat with them—"They know I am taking their picture." He suggested it is time journalism schools teach students how to sit down "on a country porch and talk with people."

In similar vein, Brian Lanker urged: "Feed your ego by knowing you have done a good job for your community . . . we need to be the visually sensitive mediator—the man in the middle."

Take the "normal" story and extend yourself, Lanker suggested. "Stop bitching and moaning and trying to get out to Topeka or Louisville (your chances are not very good of getting a job there) . . . try to move yourself up. PR your editor, create your own situation . . ."

"I feel like a journalist," Lanker com-

mented, but added that he "cringes" when recalling what he was doing at one time—staying up nights thinking of ways to shoot "absurd setups."

The young photographer, who has consistently won NPPA contests and also the Photographer of the Year title (1971), observed that contests may have "misdirected" photographers: "Who are we serving ourselves or our readers?" Lanker arrived in Hot Springs from Yosemite where he spoke for the the California Press Photographers convention and recalled a recent comment he got from veteran Arizona press photographer E. D. Newcomer, now in his 80s and turned to painting: "Photographers look a lot but don't see."

## Essential discipline

A similar call for more "intellectual discipline" came from the third education day speaker, Gifford D. Hampshire, who heads the Environmental Protection Agency's Project Documerica using still photographers to document domestic problems.

"One of the assumptions I make when starting the project," Hampshire said, "was that today's photographers understand the documentary tradition. After a year's experience working with about 100 photographers on about as many assignments, I have come to the conclusion that many photographers don't have the fog-

giest notion of what documentary photography is really about.

"... It is a tragedy to see the processed film come in from a photographer who could not or did not get his head straight first. He is floundering because he is without that comforting support of researchers, writers, editors, photographic directors—whomever he depends upon for his thinking and guidance as a photojournalist."

Documentary photography, "the product of intellectual discipline," is the genesis of photojournalism and is the only viable course for a newspaper or magazine photographer who would command the respect of his colleagues, Hampshire said.

Lanker suggested that documentary photography and photojournalism many times are one and the same, with photojournalism "broader."

A photographer commented from the audience that he sometimes looks at documentary recordings and thinks the saving grace of some pictures is that they were the only ones made at the time.

A passing reference by Hampshire to *Life Magazine* as "our single real experiment in mass communications based on still photography" was countered in the panel followup by Jack Corn, who said that *Life* had reached a select group and that the real mass medium is daily newspapers.

During the television newsfilm awards banquet which climaxed the annual NPPA meeting, awards went to WBZ-TV, Boston, marking the third time the station has been named Newsfilm Station of the Year. Cameraman of the Year is Chris Callery, NBC News, London. First prize winner in the spot news film went to Laurens Pierce, CBS News, Atlanta, for "The Shooting of Governor Wallace."



PICTURE OF THE YEAR in the California Press Photographers Association competition is by John Malmin, veteran Los Angeles Times photographer, showing Mrs. Lucille Gilbert (a Paiute Indian) as she thinks of the possibility of eviction from her home in Bridgeport. In the background is her cousin, Cecil Rambeau. Named Photographer of the Year for California at the recent convention in Yosemite was Jim Domke, San Francisco Examiner.



tion figure arrived at a given date.

The reasons for this turnover in customers, he said, are many, such as mobility, job transfers, deaths, home conditions, people changing hours of work, women working and young marrieds, the latter where both are working, with little time available for reading.

Oehler said these are not excuses for dwindling newspaper sales, but rather are conditions which will have to be surmounted by the newspaper sales force, no matter what form it takes.

As for materials necessary to help dm's in their work of motivating boys, Oehler said more circulation people should be taking advantage of merchandising tips supplied by ICMA. Many of these are contained in the ICMA bulletins, which circulation personnel should be reading. Also, there are many other marketing aids being put out by Robert Macklin at the ICMA offices in Reston, Va., which should be taken advantage of.

#### Electronic routing will help

Oehler said that the advent of computerized circulation and electronic routing will speed deliveries and when the prospective customer learns that he can get his paper just about when he wants it the effect should provide a sales elixir that will be difficult to turn down.

Oehler has been associated with the Enquirer for 42 years. He has held all offices in the Ohio Circulation Managers Association, including the presidency, as well as in ICMA.

His election at Milwaukee, Wis. last month marked the first time in ICMA history that there has been an international president and a sectional president from the same paper. Walter Santel, the Enquirer's assistant circulation director, is president of the Ohio circulation group.

## Meredith buys 24 LA suburbans

Meredith Corp. of Des Moines, Iowa, announced June 29 the purchase of all stock of Hicks-Deal Publications Inc. The company also announced that it has signed an agreement to purchase all stock in Publishers Association Inc. this month. The result of the mergers will be the publishing of 24 weekly and bi-weekly newspapers in suburban Los Angeles.

The sale represents the initial venture of Meredith, which publishes several magazines including *Better Homes & Gardens*.

Burnett said the acquisition of the newspapers would not "contribute significantly" to revenue or profit.

The nine Hicks-Deal newspapers have a combined circulation of 191,000. The 15 publishers Associates papers have a combined circulation of 473,000. Walter Hicks, president of Hicks-Deal, will be chairman of the Meredith newspaper enterprise. Gerald T. Deal, president of Publishers Associates, will be president.

## Strike shuts down Anderson papers

A strike by craft unions has resulted in suspension of publication of the *Anderson* (Ind.) *Herald* and *Bulletin* since June 26.

The dispute began when members of the International Printing Pressman and Assistants Union went on strike and set up pickets. Members of the International Typesetters Union and Stereotypers Union refused to cross picket lines. The newspapers employ about 200.

Contracts with the craft unions expired last September and negotiations for new contracts had been in progress.

Charles W. Laughlin, corporation secretary-treasurer, said the strike was mainly over wages. "There's a gap between our offer and their demand and that's what causes things like this to come about," he said.

## Newsman's wife has passport withdrawn

The State Department has lifted the passport of Le Lieu Browne, a member of the press party that flew to Hanoi March 29 to cover the release of the last group of American prisoners of war held by the North Vietnamese. She was issued a temporary three-month passport last month pending legal resolution of the case.

Mrs. Browne is a Vietnamese native and the wife of Malcolm Browne, a *New York Times* correspondent now assigned to Southeast Asia. The State Department said her visit to Hanoi was illegal because she did not obtain prior permission from the department.

Mrs. Browne's passport came into the State Department's hands when she went to the U.S. Embassy in Phnom Penh, Cambodia on June 8 to seek a new one.

The American consular official there said other newsmen on the trip faced similar action if they did not have prior approval.

## Newsmen seek entry to press parleys

Newsmen Thomas Forcade and Robert Sherrill have filed suit in U.S. District Court to enjoin the director of the U.S. Secret Service and Presidential press secretary Ronald Ziegler from barring them from White House press conferences and briefings.

Sherrill is Washington correspondent for the *Nation* and Forcade is a correspondent for the *Underground Press Syndicate*.

The assistant to the director of the Secret Service denied White House credentials to Forcade and Sherrill in early 1972 "for reasons of security." The suit asks further explanation of the denial including "records, orders and opinions stating the reasons for the denials."

## Tabloid promises saturate coverage

Several independent news dealers have invested in a Sunday "mail" tabloid called *Tempo* which has undertaken saturate doorknob coverage of Chicago's southwest side and surrounding suburbs.

Dan Eubanks, sales manager of Sunday Mail, Inc., publishers of *Tempo*, said several thousands of dollars were raised as the result of a classified advertising campaign in trade publications and the response, especially from independent distributors, was heavy.

*Tempo* is being placed on doorknobs at 100,000 homes on Sunday, according to Eubanks. First edition was delivered June 17.

Robert Hunter, president of MDA and publisher of *Tempo*, said he had developed a system to deliver a publication and guarantee delivery at one-half the cost of the U.S. Mail.

Although most publishers rely on the . . . tradition of newspaper boys, he said he decided to sell dealerships to local residents who will guarantee delivery through the hiring of their own carriers. Hunter said 30 dealerships are involved. Each has an investment in an area of approximately 5,000 homes and each dealer hires about 10 carriers.

Hunter has been advertising director of the *Southwest News-Herald* (Chicago) and publisher of Valley Publications from 1966 to 1968, a company producing five weekly publications in the San Fernando Valley, California.

Jane Merkel, former woman's editor of the *Southwest News-Herald*, is managing editor of *Tempo*.

## Lafromboise sells ownership interest

C. B. Lafromboise's interest in the *Bellevue* (Wash.) *American* has been acquired by the Longview Publishing Co. Bruce Helberg, who has shared ownership of the paper with Lafromboise since 1952, retains his interest and will continue as publisher.

The *American* is a semi-weekly with 18,000 paid and 26,000 controlled circulation. It averages 90 pages per week.

Also involved in the sale is a half-interest in the *Mercer Island* (Wash.) *Reporter*, a weekly.

Lafromboise, former manager of the Washington Newspaper Publishers Assn., retains his ownership of the weekly *Courier-Herald* in Enumclaw.

The Longview Publishing Co. owns the *Daily News* in Longview, *Daily News* in Port Angeles, and interest in the *Sentinel Mist-Chronicle*, St. Helens, Ore.

## Dock strike ends

A strike of dock workers in Finland, which tied up export of Finnish newsprint, has ended. Operations were almost back to normal July 2 after the strike which began June 8.

**Wanted—  
Good advice  
written with**

**FLAIR  
&  
HUMOR**

We want the country's next great advice columnist to be writing for us—soon. The columnist we hire for our major metropolitan newspaper must be able to write with all the liveliness of Dear You-know-who. We want a contemporary writer who understands the under-35 audience. A writer who can be funny or serious—and has the judgement to know when to be each. If you have background in the behavioral sciences and know how to use community referral sources, so much the better. But, basically, you have to be a top writer with a feel for the human condition. If you are, we may have a great job for you on one of the country's leading met dailies. Write, sending resume and samples of your writing efforts.

**Editor & Publisher  
Box 1162  
850 Third Ave.  
N.Y., N.Y. 10022**





NEW YORK PRESS CLUB president Patti Davis and Dr. George Seuffert, representing Mayor Lindsay, help Press Clubbers observe 25th anniversary during Aqueduct race program.

## Horse race salute to N.Y. Press Club

The New York Press Club, formerly the Newspaper Reporters Association of New York, celebrated its 25th anniversary July 14 at Aqueduct race track. The milestone was observed by the New York Racing Association with the naming of the sixth race in honor of the organization.

More than 60 members of the club and its officers, led by president Patti Davis of United Press International first woman to be elected to that post, attended.

## Dividend declared

The Interpublic Group of Companies, Inc. declared a dividend of 20 cents per share on its common stock and class B common stock, payable September 15, 1973 to shareholders of record on August 10, 1973.

## Buying Boston?

Be sure to include  
**WORCESTER**  
The other major  
market in the  
Nation's 5th largest A.D.I.  
Boston and Worcester  
are separate  
newspaper markets.  
Always add the  
Worcester Telegram  
and The Evening Gazette.  
Most advertisers do.



**WORCESTER TELEGRAM & GAZETTE**

Daily Over 150,000, Sunday Over 105,000

Represented by CWO&O

## Subpoena Ziegler on press briefing

The Democratic National Committee has issued a subpoena to White House press secretary Ronald Ziegler demanding he produce any materials he may possess relating to the Watergate case, particularly regarding allegedly staged press briefings.

The subpoena was issued in connection with the Democrats' civil suit against the Committee for the Reelection of the President. The subpoena seeks to require Ziegler to give a deposition July 23 and produce "all documents, correspondence, records, memoranda audio and/or video tapes . . . relating to briefings received by you prior to the issuance of any release or the holding of any press conferences" relating to Watergate.

Maurice R. Dunie, an attorney for the Democrats, said the committee is particularly interested in the briefings, in which Ziegler was supposedly told how to respond to press questions concerning Watergate.

## Canadian newspaper moves to Saturday morning tabloid

The *Truro* (Nova Scotia) *Daily News* is publishing a Saturday morning "Sunrise edition." It replaces the Saturday afternoon edition.

In addition, the format of the Saturday paper has been changed from broadsheet to tabloid-size and weekend comics added to the package.

Sunrise was designed as a method of giving most of the employees a five-day work week while retaining a six-day paper, said publisher Philip McLeod, "but it became apparent that we had an opportunity to complement, rather than merely copy, the weekday paper. That's why we started planning for the Sunrise tabloid." Other editions of the *Daily News* are full-size.

McLeod said the new edition has about twice as much editorial space as the old Saturday afternoon paper and ad lineage has increased more than 25 percent. The price remained unchanged at 15 cents.

## Ad Expenditure Trends April 1973

A summary of newspaper advertising for the month in 64 cities.

Classifications	1973	1972	Change	
	(000) Omitted	(000) Omitted	Dollar (000) Omitted	% Change
Retail				
April .....	\$ 176,769	\$ 162,498	+ 14,271	+ 8.8
First Four Months ..	627,990	592,654	+ 35,336	+ 6.0
Department Stores (Included in Retail)				
April .....	48,931	47,458	+ 1,473	+ 3.1
First Four Months ..	168,267	166,954	+ 1,313	+ 0.8
General				
April .....	46,932	45,846	+ 1,086	+ 2.4
First Four Months ..	164,271	157,777	+ 6,494	+ 4.1
Automotive				
April .....	9,667	8,478	+ 1,189	+14.0
First Four Months ..	33,012	32,515	+ 497	+ 1.5
Financial				
April .....	15,151	10,834	+ 4,317	+39.8
First Four Months ..	48,379	40,503	+ 7,876	+19.4
Classified				
April .....	92,193	77,819	+ 14,374	+18.5
First Four Months ..	336,271	279,384	+ 56,887	+20.4
Total Advertising				
April .....	340,712	305,475	+ 35,237	+11.5
First Four Months ..	1,209,923	1,102,833	+107,090	+ 9.7



## Stand up and be counted.

As of July 1st, 30 states have failed to adopt no-fault auto legislation. Of the remaining states, only 11 can be said to have genuine no-fault. Even worse, no two laws are alike.

"Little" Aetna believes this pitiful situation will cost the American driver dearly. We feel it's time Congress established uniform

minimum guidelines for state-administered no-fault...along with a time limit to make certain that states act on the guidelines.

We've made our position known for over two years. Now we hope you'll help.



Property and Casualty affiliate of  
Connecticut General  
Life Insurance Company



# Suburban papers need much more market research

Suburban newspapers have taken a big step toward developing the marketing research they need to become a major national advertising media, but they still have a long way to go.

This assessment of the first major study of suburban papers was voiced by national admen at the annual meeting of the publisher advisory board of U.S. Suburban Press, Inc.

Publishers attending the sessions recently in Chicago also heard proposals for a national television supplement for suburban papers and discussed ways to get more national ad inserts.

USSPI is a privately-owned sales representative for a national network of suburban newspaper packages. Formed two years ago, it represents more than 800 newspapers with a combined circulation of more than 10.5 million in 40 major metropolitan marketing areas.

Dr. A. B. Blankenship, research consultant for the Suburban Newspaper Research Center and secretary-treasurer elect of the American Marketing Assn., announced at the sessions that the final report of the first suburban press market research study is now ready for submission to the Advertising Research Foundation.

Members of a research panel called on suburban papers to expand their research efforts and agreed that the suburban press will be making a mistake if it merely compares itself with the metropolitan press.

## Magazines are rivals

Dr. Seymour Banks, marketing research director of Leo Burnett Advertising Agency, suggested that "any study with limited comparisons will run into trouble with media departments," and said the greatest rivals for suburban papers may be Zipcoded editions of national magazines, rather than the metropolitan press.

In a similar vein, Rick Jones, a vice president of Marschalk Advertising, said that positioning suburban papers against metro dailies would be short-sighted because "advertisers don't care how much better you are than a daily paper. They want to know how you stack up against magazines."

Robert Kinsey, marketing director for Schieffelin & Co., stressed that the question the suburban press must answer is: "What can you offer that we can't buy someplace else?"

James Marson, USSPI president, said one measure of the growth of the suburban press as a potential national advertising force was the attention devoted at the sessions to proposals for a national television supplement.

Harlan B. Radford, media director for National Liberty Corp., outlined one proposal and said National Liberty would



TAKING BREAK during USSPI sessions are, from left, Bruce Helberg, Bellevue American, Seattle, Wash.; Oran W. Asa, Northeast Los Angeles Newspapers, and John Wolf, Cincinnati, O., president of Suburban Newspapers of America.

support any USSPI venture along those lines "because there is something in this for everyone, including your readers."

He noted that most tv books distributed with newspapers are money-makers, and observed that a tv supplement distributed exclusively to suburban papers could "sway the thinking of national advertisers."

Stephen Wilson, director of media services for National Liberty Marketing, told the publishers that if they want more of the growing newspaper insert business, they must "out-hustle the metropolitan papers."

## Encourage more inserts

But he noted that metros "have weaknesses that are precisely your strengths," and said the suburban press could encourage more inserts through pricing policies and more aggressive merchandising.

Prospects for a bigger share of co-op ad programs with national advertisers were outlined by Art Fay of USSPI's New York office.

Fay said manufacturers set aside about \$1 billion annually for co-op ads, but only about 65 per cent of this money is actually expended. He added that buyers and sellers alike are alienated by present accountability arrangements, and said co-op deals marketed direct to media through USSPI would end this problem.

## Gannett ad gains strong last month

Gannett Co., Inc. officials reported "very strong" advertising gains in June and forecast continuing strong gains for the remainder of the year at the first of a series of meetings July 10 with executives of their 53 daily newspapers.

The advertising volume projections were announced by Paul Miller, chairman of the board, and Allen H. Neuharth, president and chief executive, at a meeting with executives of the Gannett Group's 50,000 circulation *Burlington* (Vt.) *Free Press*.

"When final groupwide figures are compiled," their statement said, "it appears that June lineage gains will be about eight percent ahead of June, 1972 and the totals for the year to date will be approximately eight percent ahead of 1972."

Miller, Neuharth and the six vice-presidents who make up Gannett's corporate operating committee met with the management and staff of the *Burlington* newspaper "to review 1973 and to preview 1974."

"Our emphasis is on advance planning for product improvements, increased sales efforts and cost controls to insure a continuation of Gannett's strong earning performance," Miller and Neuharth said.

# How many steps make a picture? **ONE IF BY LAND!**



## ***POLAROID CAMERA REVOLUTION DEVELOPS NEW ENGLAND NEWSPAPER MARKETS***

Aim at a subject, press a button, and out comes a picture, developing, printing and finishing itself as it emerges from the camera—hard, dry and with nothing for the photographer to do but watch the colors brighten. A new Polaroid camera now on the market, is the latest coup in a camera revolution that began twenty-five years ago in Cambridge, Mass., when Dr. Edwin H. Land, inventor-president of Polaroid Corp., introduced the first one-step camera.

As Polaroid cameras gained acceptance, the company played an increasing role in New England's economy. In the past few years, more and more cameras and film have come from Polaroid's New England plants. Since 1969, the firm has spent over \$200-million to build and equip five computer-crammed factories in eastern Massachusetts to produce the new, all-transistorized wonder camera and film from start to finish.

Polaroid pours millions annually into the New England economy—in construction and equipment, salaries and wages for top skills in research, management and production—in the company's own factories, and others contracted to produce components. Polaroid's success is one reason why New England retail sales per household are highest in the nation, and why New England daily newspapers—with household coverage 11% above the national average—are far and away the country's best advertising buy.

## **Advertising gets *results* in these leading New England newspapers:**

### **MAINE**

Bangor Daily News (M)  
Maine Sunday Telegram (S)  
Portland Press Herald (M)  
Portland Express (E)

### **NEW HAMPSHIRE**

Manchester Union Leader (AD)  
Nashua Telegraph (E)

### **VERMONT**

Barre-Montpelier Times-Argus (E)  
Burlington Free Press (M)  
Rutland Herald (M)

### **MASSACHUSETTS**

Boston Globe (M&E)  
Boston Globe (S)  
Brockton Enterprise & Times (E)  
Fall River Herald News (E)  
Gardner News (E)  
Lynn Item (E)  
New Bedford Standard-Times (E&S)  
North Adams Transcript (E)  
Pittsfield Berkshire Eagle (E)  
Springfield Daily News (E)  
Springfield Union (M)  
Springfield Republican (S)  
Taunton Gazette (E)  
Waltham News Tribune (D)  
Worcester Telegram (M-S)  
Worcester Gazette (E)

### **CONNECTICUT**

Bridgeport Post-Telegram (M&E)  
Bridgeport Post (S)  
Bristol Press (E)  
Hartford Courant (M)  
Hartford Courant (S)  
Hartford Times (E&S)  
Meriden Record & Journal (M&E)  
Middletown Press (E)  
New Britain Herald (E)  
New Haven Journal-Courier (M)  
New Haven Register (E&S)  
New London Day (E)  
Norwich Bulletin (M&S)  
Torrington Register (E)  
Waterbury American (E)  
Waterbury Republican (M&S)

### **RHODE ISLAND**

Pawtucket Times (E)  
Providence Bulletin (E)  
Providence Journal (M&S)  
Woonsocket Call (E)





## FORMER TEACHER GETS ON-THE-JOB EDUCATION

Hazel Hout McKinnon adjusted her glasses with her right hand and shook a fresh-off-the-press newspaper with her left. "It's too light on page three," she bellowed at the pressman who hurriedly began making the necessary corrections. A second examination was more satisfactory, and the edges of her mouth curved slightly upward.

McKinnon is publisher of the *Northeast Arkansas Town Crier*, a weekly she founded two-and-a-half years ago. It now serves nine communities, including three small towns in neighboring Missouri.

With no prior experience in either journalism or the newspaper business, she began literally from scratch, writing news and hustling ads in the back room of her home in Manila, Ark.

"You know," she said, touching at a page with an opaquing pencil, "I guess you could say we started this paper with a sharp pencil and a darn good eraser. Even now, our pages are written on a typewriter. My readers tell me it's easier to read and adds a homey touch to the newspaper."

### Publishes at home

Still publishing out of her home, McKinnon travels 180 miles round-trip every Wednesday to have her paper printed in Newport. "I actually enjoy the trip," she said. "It's the only time I have to myself to meditate and be totally relaxed." Sometimes accompanying her on the weekly sojourn is Musket, a playful white German shepherd.

A former schoolteacher, McKinnon has lived in Manila for more than 40 years. Several people, including the mayor, encouraged her to start the paper. "The town really needed it," she said, "so I gave it a fighting try."

The first year was a trial and error process; mostly error. "Our first paper was the hardest," she reminisced. "The headline machine broke and we had to drive 15 miles to have the headlines set. Then, when we finally thought we were ready to go, someone spilled a bottle of ink all over the front page. It was very discouraging, to say the least."

### No knowledge of offset

She recalled the first frenetic days when items ran in the paper with little or no checking. "If it looked ok," she said, "I let it run as it was." She confessed to an almost complete lack of knowledge about offset printing. "What I knew, I got out of a book." She can afford to laugh at it now.

In the past year, the paper has improved significantly, both in quality and size. McKinnon, who could always write, has learned something about editing. She transcribes nearly all the news herself, and takes and develops all pictures. Three part-time workers help in production.

The paper regularly runs up to 20 pages, and seldom less than 12. As a result, the financial growth of the fledgling operation has been steady, if not astronomical. "We're making ends meet,"



Hazel McKinnon scans paper

is her noncommittal way of putting it.

Of course, the price of progress has been the transformation of her once-tranquil home into a beehive of activity. "We've got an Addressograph machine in the kitchen, makeup tables on the back porch which also serves as the main office, and I work from an old-fashioned roll-top desk in the den. It gets quite cramped at times."

The paper concentrates on "chatty news," which McKinnon distinguishes from "country-type" news. "Chat" refers to local events, and reporting on the accomplishments of local residents. The latter consists of comings and goings of residents, and non-newsy items. "People don't really care about that sort of thing." If a hard news story turns up, she doesn't hesitate to use it.

### Colonial theme

Makeup is used to convey one theme throughout the paper. "Town Crier conjures up visions of colonial America," she explains, "so I write standing headlines and use graphics to match that idea."

Local items go under the headline, "Hear ye, Hear ye," rather than the standard "Local Item." An occasional men's column is entitled "Minute Man of the Island." The flag carries a picture of a town crier. A youth column called "Spinning Wheel" uses a variation of the form of a wheel at the top of each column.

McKinnon also crusades in the paper for a preservation of the area's history. A weekly column recaps the past. "I tell my readers that it is important to preserve our history in the newspaper. After all, in 50 years they might want to see what it was like here."

Asked if she was satisfied with her new life, the vivacious publisher said, "We've become part of the area now. I love the people and look forward to their visits. I don't think I will ever leave."

It is clear she has had an effect on the area. However, one of her biggest moments came when an editorial she wrote was read to Governor Dale Bumpers to illustrate a problem faced by residents. "I was flattered and honored," she said.

## New bilingual weekly for N.Y. Haitians

*Haiti-Hebdo*, new weekly newspaper published for the Haitian community, appeared on New York metropolitan area newsstands July 5.

The newspaper, which prints articles in both English and French, will be published every Thursday by The Haitian Publishing Co., Inc. Richard Kayatt is president and publisher. Frantz Pratt is editor.

The paper intends to provide New York's 200,000 Haitian population with news coverage of political, community, sports, and all events affecting them; as well as pertinent developments in Haiti and other Caribbean and Central American countries, said Kayatt.

Kayatt also said he is planning to start a news weekly in Manhattan.

\* \* \*

Mr. and Mrs. Charlie Heard have sold the 1950 circulation 90-year old *Heppner* (Ore.) *Gazette-Times* to Ernest Joiner, former publisher of the *Sebastopol* (Cal.) *Times* and the *Ralls* (Tex.) *Banner*. He was managing editor of *Modern Veterinary Practice* for several years. The Heards are retiring.

\* \* \*

Edward J. Kelley has purchased the *Yorba Linda* (Cal.) *Star* and the *Placencia* (Cal.) *Courier*. Kelly owns the E. J. Kelly advertising agency and has worked for the *South Bend Tribune*, the *Rochester Times-Union* and the *San Diego Union-Tribune*.

Kelly bought the *Star* from Mr. and Mrs. William Drake, who had owned the paper since 1961. Kelly purchased the *Courier* from Mr. and Mrs. Cecil F. Rospaw; the *Courier* had been in the Rospaw family since 1929.

\* \* \*

Five Alabama weeklies have been sold recently to other newspaper executives in the state.

The *Clark County Democrat* of Grove Hill was sold by Mrs. George Carleton to Bob McGwier of Grove Hill. The *Democrat* had been published by the Carleton family since its founding 117 years ago.

The *St. Clair County News-Aegis* and the *Leeds News* were sold by Mrs. Ethel Blair to Bob Bryan, publisher of the *Cullman* (Ala.) *Times* and *Athens* (Ala.) *News-Courier*.

All outstanding stock of Mid-South Newspapers, Inc. in Haleyville, publishers of the *Northwest Alabamian*, has been acquired by the *Gadsden Times Publishing Co. Inc.* of Gadsden.

Millard B. Grimes, publisher of the *Opelika-Auburn Daily News*, has bought the *Phenix City Citizen-Herald* which he founded some years ago and later sold to Roy M. Greene, a Phenix City banker. He acquired the paper by purchasing a majority of the stock of the *Valley Citizen, Inc.*

\* \* \*

The sale of the weekly *Topeka* (Kan.) *Pictorial Times* to Ken Curley has been announced by Bert C. Carlyle. Curley and his brother, Stan, will be the operators.



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newsprint plant is within 900  
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**Flint Ink can save you money and reduce your ink handling problems!** How? Flint puts the industry's largest tank truck delivery fleet at your service — it's only a phone call away.

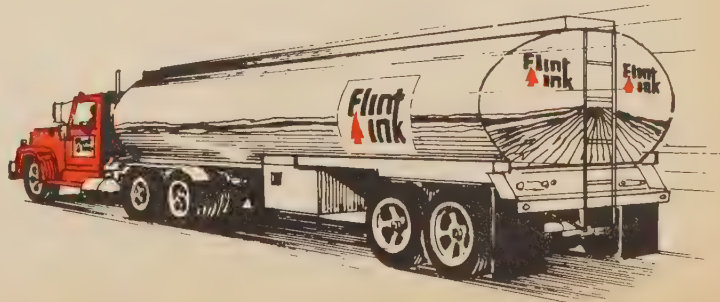
You'll find Flint Arrowlith inks for web offset newsprint give you all the important extras you need to produce top quality printing at

an economical price. Extra strength to take the fastest press runs. On-press performance to make your job easier. Strict quality controls that assure you complete uniformity from delivery-to-delivery. You'll find Arrowlith inks perform best when used with our Miracle "V-2020" Concentrate — the original alkaline etch.

Select Arrowlith inks in regular or the new "Lint Free" formulations in black and colors. Immediate coast-to-coast tank truck delivery from these seven cities. Arrowlith inks are also available from all seventeen Flint locations, by the kit or drum. For fast, dependable service call your Flint man today!



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MIAMI • MINNEAPOLIS • NEW ORLEANS  
NEW YORK • PROVIDENCE • SAN FRANCISCO





# Classified Clinic

By Jim Conner

## HOOK FOOTBALL CONTEST TO CLASSIFIED

With football season around the corner, here's an idea shared by Charles Sullivan, CAM at the *Lafayette* (Ind.) *Journal and Courier*. It is a football contest in which the advertisers pay the full cost of pages of advertising plus the prize money.

The newspaper ad staff sold eleven full pages of advertising to coincide with the Purdue football schedule. The pages, in color, consisted of a four column by 13 inch space in the center devoted to a "Pick the Winners" Football Contest. This space was surrounded by fourteen two column by four inch ads from various classified advertisers. Each ad contained within it two college football teams that were playing on a given Saturday with a number for those teams. In the contest space there was a blank for 14 numbers.

The reader was asked to fill in the appropriate teams along with the name of the advertiser in whose ad those names appeared. Then the reader was to pick the winner of each of the 14 games. As a tie

breaker, the reader was asked to enter his guess on the score of a given professional football game for the weekend.

\$25 was given away each week. To win, an entry had to have all fourteen selections correct. The tie breaker was included to assure no more than one winner per week. If there was no winner in a given week, the prize money for the following week was \$25 more. During the final week of this promotion the kitty accumulated to \$125. Sullivan says, "we had to go with the entry with the most correct in order to get rid of the money. We promoted that feature earlier in the week and had an unbelievable number of entries."

### Entire cost pro-rated

The regular full page contract rate was applied (all were contract advertisers) and the entire cost of the page was pro-rated among the fourteen advertisers. \$2 was added to each advertiser's charge to have money for the prize.

Sullivan said, "The page was well read and the advertisers liked it because the reader had to go to each ad to get the appropriate game for the entry blank. We threw in the color on an availability basis figuring it was worth it to keep the advertisers in for the full ride."

Sullivan and his staff found that the football contest went so well that they decided to try a similar promotion for basketball season. Sullivan said, "we sold the four page promotion with no sweat at all. The contest followed the same pattern of elimination as the state tourney. All entries came in from the promotion ad the first week. We then eliminated from these the initial entries each week until we got to the final four winners."

The basketball promotion was called "The Journal & Courier Classified Cash Tourney" and paid off a first place prize of \$100, a second place prize of \$50, a third place prize of \$35, and a fourth place prize of \$25. Instead of asking his readers to guess the actual scores of games or predict winners, he asked them to guess the total points each team would score in the entire tourney, then the combined total points for all five teams. He then asked the readers to predict which team would be the ultimate winner in the tourney.

## Northwest linage gains in May

Linage in 30 Northwest newspapers rose for national, local and classified during May, according to linage reports prepared by the Allied Daily Newspapers.

National linage was the strongest gainer, with a reported increase in linage over last year of 13.3%.

## First convention on weekend slated by APME group

A one-day discussion of technology in the newspaper field will precede the 1973 convention of The Associated Press Managing Editors Association, John C. Quinn of Gannett Newspapers, APME president, has announced.

Quinn said the technology discussion, which will range over the entire field of newspaper automation, will be held November 16 from 11 a.m. to 4:30 p.m., lunch included, at the Contemporary Resort Hotel in Disney World, near Orlando, Fla. The hotel will be headquarters for the convention November 16-20. The technology session is in charge of Joseph M. Ungaro of the *Providence Bulletin*, chairman of the 1973 APME New Technology Committee.

The *Orlando Sentinel Star* is convention host, with Stan Roberts heading the host committee.

Quinn pointed out that the convention will be held over a weekend this year for the first time. The APME usually meets Tuesday through Friday. There will be two sessions Saturday, two Monday and two on Tuesday. Sunday will be a day off with activities in the amusement area, including a side trip to Cape Kennedy and an oceanside gala at Cocoa Beach. For athletes there will be both golf and tennis.

Richard D. Smyser of the *Oak Ridge* (Tenn.) *Oak Ridger*, APME vice president, is in charge of the business program, which again this year will be based upon the annual reports of the APME Continuing Study Committees. A roster of outstanding speakers is being assembled, Smyser said.

## Discrimination charge halts union practice

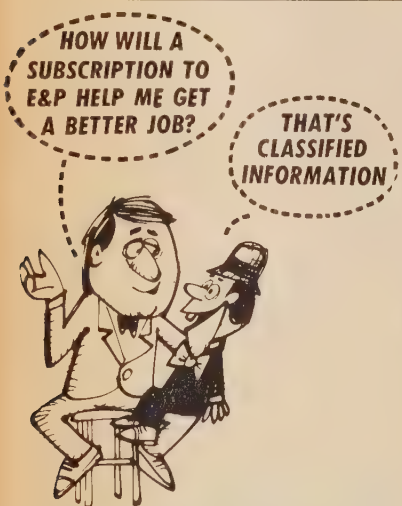
A federal court judge in New York issued a temporary restraining order July 11 against the Newspaper and Mail Deliverance Union, on charges that the union, with the acquiescence of employers, discriminates against job applicants because of their race.

The order, signed by Judge Charles Stewart Jr., restrains the union from issuing any new membership cards and also enjoins the *New York Times* from filling any permanent positions for deliverymen until a further hearing is held.

The judge acted on a complaint brought by John Patterson, a black who asserts that he has been able to obtain only day-to-day work under a "shape-up" system, and since 1972 has been refused steady employment at the Times.

The complaint also names the *New York Daily News*, *Post*, and *Long Island Press*, in addition to the Publishers Association of New York.

EDITOR & PUBLISHER for July 21, 1973



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### Editor & Publisher

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Gentlemen: Please start my subscription now, addressed to:

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☐ My remittance is enclosed.

\$10 a year, U. S. and Canada; all other countries \$25 a year.



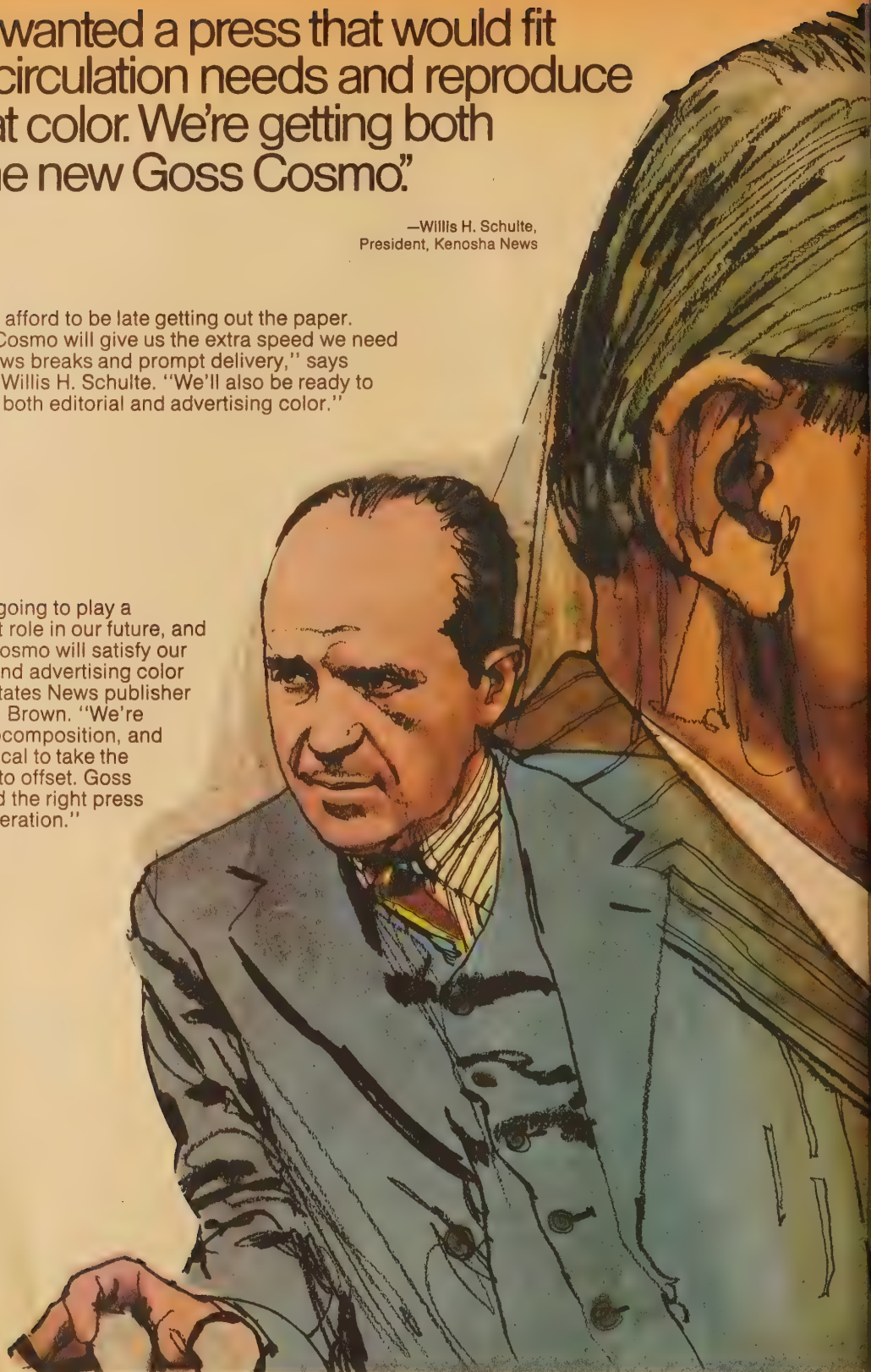


"We wanted a press that would fit our circulation needs and reproduce great color. We're getting both in the new Goss Cosmo."

—Willis H. Schulte,  
President, Kenosha News

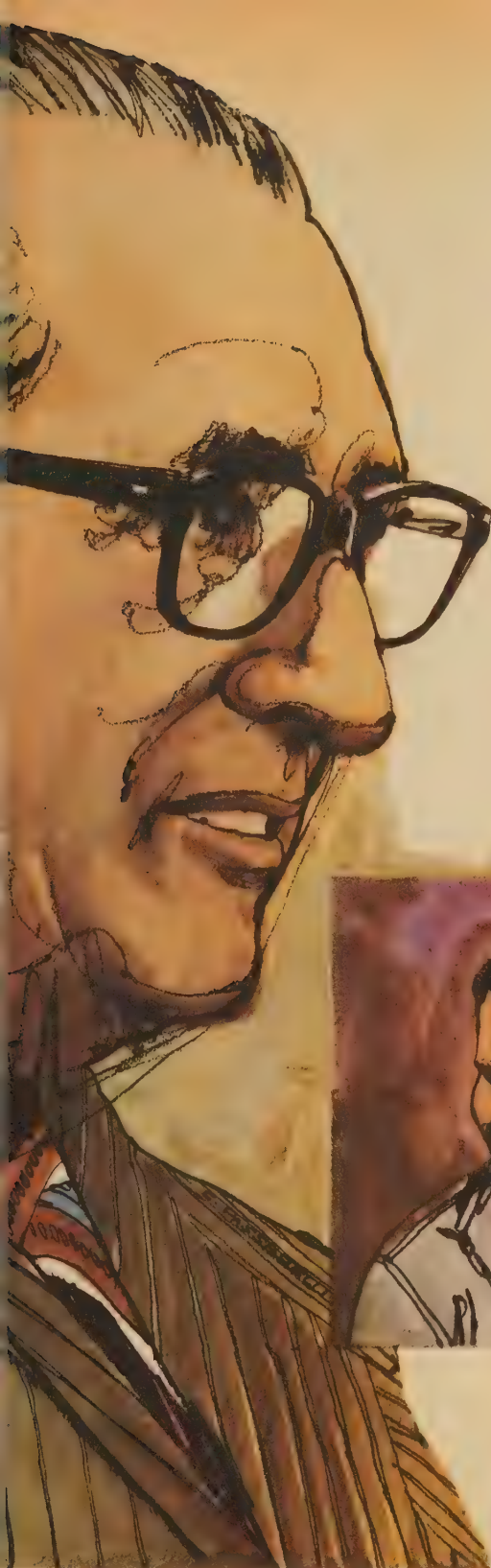
"We can't afford to be late getting out the paper. The new Cosmo will give us the extra speed we need for late news breaks and prompt delivery," says President Willis H. Schulte. "We'll also be ready to grow with both editorial and advertising color."

"Color is going to play a significant role in our future, and the new Cosmo will satisfy our editorial and advertising color needs," states News publisher Howard J. Brown. "We're into photocomposition, and it was logical to take the final step to offset. Goss developed the right press for our operation."



This advertisement was printed on a Goss press on 32-lb. newsprint. For complete information about the new Cosmo, call or write: Goss Division, MGD Graphic Systems, 5601 West 31st Street, Chicago, Illinois 60650.

"Going offset will give us improved reproduction," says Eugene W. Schulte, Vice President and Business Manager. "Improved color is certainly important. We'll go from photocomposition to press with faster throughput. Our plate costs will also be reduced."



"Changing to offset is a big challenge," reports Stanley Prostko, Press Room Foreman, who has been with the News for 30 years. "The Cosmo has a lot of automated features, but we'll still need the human touch for quality control. I think we'll do some great color work, too."




**MGD Graphic Systems Division**  
Rockwell International

Where science gets down to business.







**At \$200 a ton, some solid waste  
shouldn't be wasted.**

Used all-aluminum cans are worth as much as \$200 a ton. Unfortunately, many communities are just throwing them away, and that's what Alcoa thinks ought to be stopped.

There's not another beverage packaging material quite like aluminum. Only aluminum has all these things going for it: it's lightweight, chills quickly, keeps things fresh, opens with a snap, has high scrap value and can be recycled repeatedly. It's plentiful, too.

When you recycle aluminum, you save energy. It takes only 5 percent as much energy to recycle aluminum as it takes to make it the first time. Recycling aluminum, then, is very practical. And possible.

In 1970, Alcoa started a "Yes We Can" campaign to reclaim all-aluminum cans in the San Diego and Dallas-Fort Worth areas. Since then, over 200 million cans have been reclaimed for recycling in those cities alone.

Alcoa will pay as much as \$200 a ton

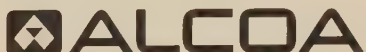
to any community reclamation center for all the used aluminum cans they can collect. We'll pay it because aluminum is a practical packaging material to recycle.

Alcoa would like to tell you how one community established its collection center.

Write for our brochure. We'll also send you a list of America's aluminum can reclamation centers.

Aluminum Company of America, 830-G Alcoa Building, Pittsburgh, Pa. 15219.

**Aluminum:  
Pass it on**





# Promotion

By George Wilt

## AN EDITOR'S CAUSTIC CANONS

At the INPA conference in San Diego in May, the assembled clique of promoters got some advice from Gannett's John C. Quinn, who's in the editing rather than the promoting business.

Mr. Quinn's discourse, interlaced with some entertaining verbal graffiti, proved two things. First, that some editors are interested in promotion and have even formulated opinions on the subject.

Second, that you never know where good ideas can come from, and you'd better grab them when they hit the surface.

Quinn came forth with ten "caustic canons" for the promotion fraternity, and they bear repeating, even after a couple of months of digestion.

He said that "if you place a news person and a promotion person together in an unnatural atmosphere the only time either will open his/her mouth will be to change feet. That like any other marriage, it takes time and understanding."

Quinn said that "it is your job to sell selling, even to editors."

He added that "promotion men have a legitimate, important role which they share with the editor in serving the reader and need a proper relationship with the newsroom and a proper place in it." He advised promoters to be patient when editors seem more interested in editing than in promoting . . . and realizing that editors have a great fear that the results of their journalistic talent and creative genius will be treated like a can of soup.

"It is up to you," he said, "to charm, browbeat and entrap and educate them into seeing that their message is your medium and you can be the medium that gets their marvelous message to more of the masses . . . and that you will not treat it like a can of soup."

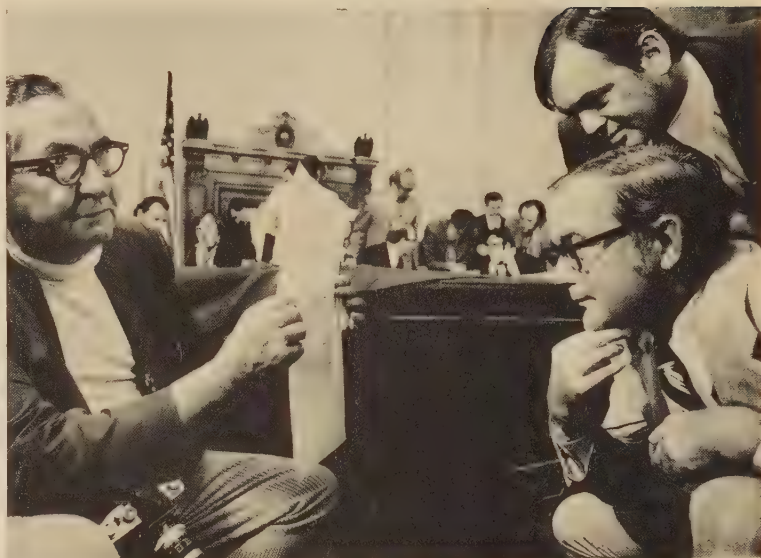
### Matching products

"The product and the promotion must match," Quinn said. "It does not always do that. The product must suit the readers; that is the editor's job. The promotion must suit the product; that is the promotion man's job. Sometimes we are trapped by mispromoting or counterpromoting because the sales job is inappropriate to the item. The character of the promotion must match the character of the product."

Quinn's next axiom was that "we must stick to the rules. You are invoked to promote, not to edit . . . that newspapers cannot be edited to suit promotion schedules or rack card lead time, or ad layout requirements."

"Sure, editors can do much better than most of them do now in sharing with you what they know in advance. They should give you all the lead time possible, just as they should call you when the big story breaks."

He told the promoters that they should have quick reflexes, and anticipate news events such as school closings, opening of recreation programs, summer jobs, vaca-



**WATERGATE PROP MAN**—United Press International photographer Frank Cancellare squats patiently holding a carbon copy of a two-paged letter to President Nixon from Senator Sam Ervin as William Hundley, John Mitchell's attorney, and another lawyer focus in on the letter's contents. The UPI photographer had been holding the letter for other photographers to photograph when the lawyers became curious.

tion travel, sports seasons and high interest events.

He urged the promotion community to tell readers about the less exciting but basic contents of the newspaper, such as the anchored weather report, the new columnist, the later sports scoreboard, record reviews, wire service roundups, and beats in the city and suburbs.

And he told promoters to remind editors "that we give news space and sell advertising space to tell folks what is upcoming on television and why his news columns shouldn't settle for less."

"Promotion will earn status in the newsroom," he said, "when it promotes total product to the total readership . . . what time the ballgame starts . . . who's engaged . . . what the new movie is like . . . who died . . . how the HELP! column works. Promote the newspaper, not newspapering."

Quinn emphasized the importance of the editorial page as more responsible, more responsive and representative than ever in history.

"There are more opinions, more columns, and many, many more letters in the vox pop explosion," he said. He urged that this forum be sold and explained, to help the reader—to whom the space belongs—to understand what he has going for him. He advised that readers be told how it is being used, how many letters are received, and what percentage is used.

Quinn pointed out that "the Watergate has taught us the necessity for an aggressive press, a principle which won endorsement in high places. It should have taught

us that our unique system of checks and balances really works.

"The First Amendment is not just a bit of patriotic doggerel, nor is a free press just a sales symbol, but a crucial working part of the system," he said.

In summary, he advised promotion men to "treat your editor like a real person. Work together, each of you doing your own thing—honestly, conscientiously and consistently—and always for the reader."

These are the high points of John Quinn's canons. And it's pretty obvious from looking them over that Quinn is one editor who has already had a background of give-and-take with promotion men.

It's equally obvious that both benefitted from the encounter.

\* \* \*

**FLAG COMPANY MOVES** — Atlas Flag Corporation of America has moved to new and larger quarters, and is now located at 1311 East Jackson Street, Eldorado, Illinois 62930, according to Solway (Fibby) Fierberg, president of Atlas.

\* \* \*

**NEWSPAPERBOY SCHOLARSHIPS** —35 carriers, their parents and teachers were guests of the *New York Daily News* during the sixth annual News Scholarship Awards Banquet. The boys, chosen from more than 7,000 News carriers, won a total of \$10,000 in scholarship grants. News president and publisher W. H. "Tex" James headed a list of executives who joined in the salute to the carriers, and newly-appointed director of sales Jack Underwood read a congratulatory message from President Nixon.



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REV. ALBERT O. GRENDLER, assistant editor of the *Sioux City* (Ia.) *Globe*, the official newspaper of the Catholic Diocese of Sioux City—promoted to editor, succeeding REV. MSGR. DEAN WALKER, the editor since 1964.

\* \* \*

HAROLD BLATT, associate midwest advertising manager of the *Wall Street Journal*—named advertising director of *Barron's National Business and Financial Weekly*, published by Dow Jones & Company, Inc., New York City.

\* \* \*

GARRY EDWARDS, advertising manager of the *Oskaloosa* (Iowa) *Daily Herald*—named publisher of the *Alva* (Okla.) *Review-Courier*.

\* \* \*



Masterson

Haislip

MIKE MASTERSON, editor of the *Newport* (Ark.) *Daily Independent*—named features editor and special assignment writer for the *Hot Springs* (Ark.) *Sentinel-Record* and *New Era* newspapers.

\* \* \*

Z. BRYAN HAISLIP SR., correspondent and manager of the Raleigh bureau of the North Carolina Association of Afternoon Dailies—appointed associate editor of the *Fayetteville* (N.C.) *Observer*.

\* \* \*

The following staff promotions were announced recently at the *Longview* (Wash.) *Daily News*: DON McDONOUGH, city editor—to executive news editor; HARRIET HANSEN, news editor—to city editor; BRUCE SKINNER, Saturday editor—to news editor; JOHN POLIS, reporter—to assistant news editor; BUD MAY, RICHARD POLLOCK, and RICHARD SPIRO, reporters—to senior staff writers.

\* \* \*

KEN CORNISH, bureau chief for the *Santa Rosa* (Calif.) *Press Democrat* in the Petaluma and Ukiah bureaus—retired; BOB WELLS, former *Press Democrat* farm editor and a former *Petaluma Argus-Courier* reporter succeeds Cornish in the Petaluma bureau.

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NEWS  
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news features  
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LOCAL angle

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J. D. "DAN" HATFIELD, sports writer and columnist for the *New Castle* (Pa.) *News*, was appointed managing editor of the *Bushnell* (Fla.) *Sumter County Times* and the *Herald Express*.

\* \* \*

SARAH A. CARTER, manager of member services of the American Business Press, Inc., New York City—elected vice-president, member services.

\* \* \*

DR. CARLTON B. GOODLETT, editor and publisher of the *San Francisco Sun Reporter*, vicepresident of the National Newspaper Publishers Association, a psychologist, a medical doctor, and civil rights activist, was elected president of the National Newspaper Publishers Association.

\* \* \*

PETE PEPINSKY, business news writer who doubles as a photographer for the *Boca Raton* (Fla.) *News*—promoted to assistant managing editor.

\* \* \*

ANDY MCGILL, a member of the real estate news staff of UPI in Miami, was named business editor of the Broward edition of the *Miami Herald*; RALEIGH MANN—is now editor of the Broward *Flair*-section.

\* \* \*

CLARENCE ANDERSON, a copy editor for the *Syracuse* (N.Y.) *Herald-American-Post-Standard*—named director of communications and instructional graphics specialist for the Oswego County Board of Cooperative Educational Services, Mexico, N.Y.

\* \* \*

The following staff changes have occurred at the *Washington Post*: DUSKO DODER, who worked on the foreign desk—named Post correspondent in Belgrade, Yugoslavia; JOEL DREYFUS, staff member of the *New York Post*, is now on the Style reporting staff; JUDY NICHOL, formerly with the *Chicago Sun Times*, is a member of the Post's metropolitan staff; BILL RICHARDS, formerly of *Newsday*, (L.I., N.Y.), is now metropolitan staff reporter; WILLIAM CLAIBORNE has transferred from the metropolitan to the national staff; NANCY SCANNELL transferred from the metropolitan to the sports staff; FRANK GIAMBALVO, assistant advertising art director, promoted to advertising art director, succeeding ROYAL RODGERS—retired.

### How to protect yourself against Publishers Liability losses

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# news people

JEANNE CASWELL, onetime women's editor of the *Santa Clara* (Calif.) *Journal*, has joined the staff of the promotion and research department of the *Philadelphia Bulletin*.

\* \* \*

RUTH HINCHON MANAHAN, publisher of the *Madelia* (Minn.) *Times-Messenger*—retired; SUE RETKA, a recent graduate of the University of Minnesota School of Journalism, was appointed manager of the newspaper, and will handle advertising duties this summer, then possibly handle news next fall.

\* \* \*

LOUIS BARSONY, sales manager in charge of retail and general advertising for the *Niagara Falls* (N.Y.) *Gazette*—named advertising director; ANTHONY BENFANTE, assistant retail advertising manager, succeeds Barsony as advertising sales manager.

\* \* \*

RICHARD THOMSEN, classified advertising manager of the *New Haven* (Conn.) *Register*—elected vicepresident of the New Haven Advertising Club.

\* \* \*



Trowbridge

Tilis

RICHARD TROWBRIDGE, advertising director of the *Philadelphia Inquirer*, has joined the staff of Knight Newspapers, Inc. as director of the marketing task force, and is headquartered in Philadelphia; JEROME TILIS, who joined Philadelphia Newspapers, Inc., as assistant to the general manager for market development, succeeds Trowbridge as advertising director of the *Inquirer*.

\* \* \*

## Staff realignment

The following changes in the editorial staff of the *Albany* (N.Y.) *Times-Union* have recently been made: BOB FISTICK, executive city editor, was named executive Sunday editor; FRED LEBRUN, city editor, succeeds Fistic as executive city editor; DAVE BROWN, news editor, named Sunday editor; BOB MC MANUS, Rensselaer County editor, succeeds LeBrun as city editor; GREG SPENCE, a copy editor, was appointed news editor; BOB GRONEMAN, a reporter in the Rensselaer bureau, succeeds McManus as Rensselaer County editor; ED DECOSMO, formerly Sunday editor, was named arts editor; KAY CUTKOMP, master copyreader, named assistant Sunday editor; AL HART, sportswriter, appointed sports editor for local sports.

# in the news



Cossaboom



Murphy

BRUCE COSSABOOM, onetime reporter for the *Newark Evening News*, is now an editorial writer for the *Cincinnati Enquirer*.

JOHN MURPHY, executive city editor of the *Albany* (N.Y.) *Knickerbocker News-Union Star*—appointed editor of the *Peekskill* (N.Y.) *Evening Star*, succeeding J. DONALD ALBERTSON, retired, who was co-publisher until April 1973, when the newspaper was acquired by Ogden Newspapers, Inc.

RONNY CAMPBELL—named advertising manager of the *Sulphur Springs* (Tex.) *News Telegram*.

GEORGE J. LEDWITH, formerly an editor at the *Staten Island* (N.Y.) *Advance*, has joined Americana Hotels, Inc., the international hotel subsidiary of American Airlines, in the new position of director of communications.

GORDON MURPHY, JR., assistant managing editor of the *Ridgewood* (N.J.) *News* and the *Sunday News*, was promoted to managing editor, succeeding JOE KING, vicepresident and executive editor of the *Ridgewood Newspapers* group.

J. WARREN MCCLURE, former owner and publisher of the *Burlington* (Vt.) *Free Press*, and now a director and marketing vicepresident of Gannett Newspapers, was awarded an honorary Doctor of Humane Letters degree by St. Michael's College, Winoski Park, Vt., and the Distinguished Citizen Award from Champlain College, Burlington, Vt.

The following news staff changes at the *Freeport* (Tex.) *Brazosport Facts* were recently announced: MIKE SOWELL, former staff member of the *Abilene* (Tex.) *Reporter-News*, the *Irving* (Tex.) *Daily News* and the *Houston* (Tex.) *Chronicle* to the sports department staff; JOHN MIDDLETON, staff member of the *Hammond* (La.) *Daily Star*, to the *Facts* general news staff in charge of the front page and layout; LINDY LEGLER, in a summer internship program in connection with Southwest Texas State University; her emphasis is on covering area youth, and assisting as a photographer and assistant for the women's dept.; KALE ENGLISH, now women's editor, promoted from general news reporter after receiving her BA degree in journalism from the University of Houston; STEVE DISHONGH, formerly a free lance photographer, named a photographer at the *Facts*.

EDITOR & PUBLISHER for July 21, 1973

ALAN R. BRILL, vicepresident-operations, at Charter Medical Management Co., an Atlanta-based real estate investment trust, has joined Worrell Newspapers, Charlottesville, Va. as treasurer and chief financial officer.

THOMAS STEELY, publisher of the *Paris* (Tex.) *Lamar County Echo*—elected president of the Texas Press Association, succeeding DON COPPEDGE, of the *Waxahachie* (Tex.) *Daily Light*, who became the new chairman of the TPA Board of Directors.

DR. WILLIAM A. MINDAK, professor of journalism at the University of Texas at Austin, will become chairman of the university's newly established department of advertising on Sept. 1.

RALPH FLAMMINO, managing editor of the *Coatesville* (Pa.) *Record*—elected president of the Pennsylvania AP Managing Editors Association, succeeding DAN CHERRY, of the *Lancaster* (Pa.) *New Era*.

DON METCALF, managing editor of the *Burlington* (N.C.) *Times-News*, joined the public relations staff of Cannon Mills Co., Concord, N.C., and serves as editor of the *Cannon News*, a bi-monthly employee newspaper.

GEORGE J. BELLANO, advertising director of the *Providence* (R.I.) *Journal-Bulletin* and an assistant vicepresident of the *Providence Journal Co.*—retired; EDWARD S. LANCANI, retail advertising manager—named director, display advertising; STANLEY E. FINNESS, classified advertising manager, named director, classified advertising; ROBERT F. PYPER, assistant retail advertising manager, succeeds Lancani as retail advertising manager.

RICHARD L. STROUT, correspondent for the *Christian Science Monitor* in Washington for 50 years—presented American Academy of Achievement's Golden Plate Award. Lowell Thomas, awards chairman, called Strout "a correspondent of truly extraordinary talent" and said that "few craftsmen working on any American newspaper" compare with him.

DUKE KAMINSKI, chief of the Harrisburg bureau of the *Philadelphia Bulletin*—retired.

LUTHER VOLTZ, formerly on the copy desk of the *Van Nuys* (Calif.) *Valley News*, has joined the copy desk of the *Wall Street Journal* in New York City; RICK KNEE, education editor at the *Valley News*, has resigned to become communications officer of Harbor College, Los Angeles.

EDWARD JENSEN, veteran Pittsburgh newsman, appointed Harrisburg correspondent of the *Pittsburgh Post-Gazette*.

GERALD NACHMAN, feature writer for the *New York Daily News* special features page and Sunday magazine, will write a twice-weekly humor column for the *News*, and will continue his regular weekly tv column.



Hirschler



Brogan

EMERY L. HIRSCHLER, assistant public relations director of the *South Bend* (Ind.) *Tribune*—named public relations and research director.

LARRY BROGAN, assistant sales manager for the *Reporter Newspapers* of Toms River, N.J., a group of five bi-weekly newspapers in the Ocean County area, was promoted to advertising manager, succeeding ROSS H. PARADISE, named advertising director of the *Carrollton* (Tex.) *Chronicle* and its three sister dailies located in the suburbs of Dallas.

ROBERT S. ROSE, JR., of Mathews, Shannon & Cullen, Inc.—elected president of the Boston chapter of the American Association of Newspaper Representatives; JOHN R. DOUBLEDAY of Cresmer, Woodward, O'Mara & Ormsbee—elected vicepresident; MORLEY L. PIPER of the New England Newspapers Advertising Bureau—elected treasurer; KENT MULLMAN of Branham-Moloney—elected secretary.

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# 1973 April lineage

The following lineage tabulations have been compiled by Media Records, Inc., for the exclusive publication by Editor & Publisher. They may not be reprinted or published in any form without explicit permission from Media Records, Inc. NOTE: Newspapers marked with code below include advertising in Parade, Family Weekly or Weekend Magazine approximate lineage as follows:  
\*Parade—63,233 lines  
†Family Weekly—53,751 lines

	1973	1972
Beacon Journal-e	2,775,635	3,048,479
*Beacon Journal-S	1,708,253	1,546,753

Grand Total ..... 4,483,888 4,595,232  
NOTE: Part-run advertising—Beacon Journal-e This year 2,775,635 includes 8,000 lines; Last year 3,048,479 includes 558,830 lines.  
Beacon Journal-S This year 1,708,253 includes 111,020 lines; Last year 1,546,753 includes 41,060 lines.

	1973	1972
Albany News	1,714,154	1,458,069
Union Star-e	1,623,756	1,393,268
*Times Union-S	1,188,419	1,176,824
Grand Total	4,526,329	4,028,161

	1973	1972
Constitution-m	3,863,784	3,509,808
Journal-e	4,222,586	3,947,002
Journal & Constitution-S	2,229,640	2,004,934

Grand Total ..... 10,316,010 9,461,744  
NOTE: Part-run advertising—Journal-e This year 4,222,586 includes 169,275 lines; Last year 3,947,002 includes 136,004 lines.

	1973	1972
*News American-S	1,035,755	964,045
*News American-e	1,468,997	1,436,349
Sun-m	1,679,595	1,538,709
Sun-e	2,283,559	2,128,607
Sun-S	2,155,943	2,021,978

Grand Total ..... 8,623,849 8,098,688  
NOTE: Part-run advertising—News American-S This year 1,035,755 includes 84,462 lines; Last year 964,045 includes 57,152 lines.  
News American-e This year 1,468,997 includes 18,900 lines; Last year 1,436,349 includes 41,200 lines.

	1973	1972
Advocate (See Note)	2,614,415	2,323,330
*Advocate-S	936,726	852,429
Grand Total	3,551,141	3,175,759

NOTE: Advocate-m and State Times sold in combination; lineage of one edition, Advocate-m, is shown.

	1973	1972
Record-e	2,614,366	2,457,164
Record-S	1,240,179	1,030,281

Grand Total ..... 3,854,545 3,497,445  
NOTE: Part-run advertising—Record-e This year 2,614,366 includes 260,905 lines; Last year 2,457,164 includes 239,431 lines.  
Record-S This year 1,240,179 includes 211,320 lines.  
Record-e published 5 days a week only.

	1973	1972
Press-e	1,678,348	1,524,592
*Press-S	620,624	640,459
Grand Total	2,298,972	2,165,051

	1973	1972
Post Herald-m	1,408,043	1,631,616
News-e	2,496,475	2,298,499
*News-S	1,335,534	1,203,382
Grand Total	5,240,052	5,124,497

NOTE: Part-run advertising—News-e This year 2,496,475 includes 86,175 lines; Last year 2,298,499 includes 78,514 lines.

	1973	1972
Record American & Herald Traveler-d	1,305,163	
Herald Traveler & Advertiser-S	1,377,120	735,064
Record American & Advertiser-S	1,377,120	718,824
Globe-m	1,798,848	1,601,785
Globe-m	2,194,270	1,962,401
*Globe-S	2,837,394	2,537,869

	1973	1972
Herald Traveler-m	1,290,055	
Herald Traveler-S	1,242,357	

Grand Total ..... 9,512,795 10,088,355  
NOTE: Part-run advertising—Advertiser-S Last year 718,824 includes 313,378 lines.  
Globe-S Last year 2,537,869 includes 194,078 lines.  
Herald Advertiser-S This year 1,377,120 includes 331,260 lines.

Record American-Advertiser acquired Herald Traveler. Last publications Herald Traveler—Morning, June 17, Sunday Edition June 18, 1972. Thereafter Record American Daily became Record American & Herald Traveler-Daily, and Advertiser—Sunday became Herald Traveler & Advertiser Sunday. Effective Jan. 1, 1973 above newspapers changed name to Herald American Daily & Herald Advertiser Sunday.  
Globe (e) published 5 days a week only.

	1973	1972
Courier Express-e	1,144,725	1,045,311
*Courier Express-S	1,484,853	1,452,981
News-e	3,425,118	3,378,454

Grand Total ..... 6,054,696 5,876,746  
NOTE: Part-run advertising—Courier Express-S This year 1,484,853 includes 19,320 lines; Last year 1,452,981 includes 33,720 lines.  
News-e This year 3,425,118 includes 117,504 lines; Last year 3,378,454 includes 149,652 lines.

	1973	1972
Courier Post-e	2,772,256	2,675,601

	1973	1972
News-e	2,169,007	1,947,432
Observer-m	2,584,043	2,431,334
*Observer-S	1,268,891	1,125,143

Grand Total ..... 6,021,941 5,503,909  
NOTE: Part-run advertising—Observer-m This year 2,584,043 includes 17,676 lines; Last year 2,431,334 includes 14,552 lines.

	1973	1972
Enquirer-m	3,054,045	2,636,770
Enquirer-S	2,086,299	1,932,051
Post & Times Star-e	2,659,035	2,441,603

Grand Total ..... 7,809,379 7,010,424  
NOTE: Part-run advertising—Post & Times Star-e This year 2,659,035 includes 15,120 lines.

	1973	1972
Plain Dealer-m	3,007,621	1,911,865
Plain Dealer-S	2,284,516	2,125,722
Press-e	2,670,266	2,849,499

Grand Total ..... 7,962,403 7,887,086  
NOTE: Part-run advertising—Plain Dealer-m This year 3,007,621 includes 118,944 lines; Last year 2,911,865 includes 123,735 lines.  
Plain Dealer-S This year 2,284,516 includes 78,628 lines; Last year 2,125,722 includes 82,742 lines.  
Press-e This year 2,670,266 includes 376,498 lines; Last year 2,849,499 includes 489,133 lines.

	1973	1972
Dispatch-e	3,268,956	2,938,672
Dispatch-S	2,398,061	2,192,055
Citizen Journal-m	1,321,987	1,175,587
Grand Total	6,979,004	6,306,314

	1973	1972
News-m	3,873,141	3,581,419
News-S	1,879,675	1,675,590
Times Herald-e	3,692,182	3,547,110
*Times Herald-S	2,092,145	1,885,549

Grand Total ..... 11,537,143 10,689,668  
NOTE: Part-run advertising—News-m This year 3,873,141 includes 122,632 lines; Last year 3,581,419 includes 88,200 lines.  
News-S This year 1,879,675 includes 74,241 lines; Last year 1,675,590 includes 42,776 lines.  
Times Herald-e This year 3,692,182 includes 179,414 lines; Last year 3,547,110 includes 178,846 lines.  
Times Herald-S This year 2,092,145 includes 52,740 lines; Last year 1,885,549 includes 104,066 lines.

	1973	1972
Journal-Herald-m	2,457,744	2,303,538
News-e	2,703,728	2,347,110
*News-S	1,286,722	1,094,023

Grand Total ..... 6,448,194 5,744,671  
NOTE: Part-run advertising—This year 2,703,728 includes 64,449 lines.

	1973	1972
Rock Mt. News-m	3,397,176	3,170,572
*Rocky Mt. News-S	931,807	864,829

	1973	1972
Post-e	3,699,234	3,298,011
Post-S	2,061,952	1,778,756

Grand Total ..... 10,099,169 9,112,168  
NOTE: Part-run advertising—Post-e This year 3,699,234 includes 138,389 lines; Last year 3,298,011 includes 112,127 lines.

	1973	1972
Free Press-m	1,942,206	1,780,211
*Free Press-S	1,054,713	888,752
News-e	3,274,958	3,020,496
News-S	1,919,210	1,934,914

Grand Total ..... 8,191,087 7,624,373  
NOTE: Part-run advertising—Free Press-m This year 1,942,206 includes 204,484 lines; Last year 1,780,211 includes 103,488 lines.  
Free Press-S This year 1,054,713 includes 242,801 lines; Last year 888,752 includes 70,182 lines.  
News-e This year 3,274,958 includes 403,053 lines; This year 3,020,496 includes 265,709 lines.  
News-S This year 1,919,210 includes 149,340 lines; Last year 1,934,914 includes 140,421 lines.

	1973	1972
Times (See Note)	1,562,040	1,468,882
*Times News-S	913,131	857,987

Grand Total ..... 2,475,171 2,326,869  
NOTE: News-m and Times-S sold in combination; lineage of one edition, Times-e is shown.

	1973	1972
News-e	4,086,995	3,336,306
*News-S	1,920,262	1,676,345
News-Sat.	1,024,442	1,052,689

Grand Total ..... 7,031,699 6,065,320  
NOTE: Part-run advertising—News-e This year 4,086,995 includes 98,231 lines; Last year 3,336,306 includes 105,989 lines.  
News-e published 5 days a week only.

	1973	1972
Journal Gazette-m	1,638,670	1,502,972
*Journal Gazette-S	901,070	837,804
News Sentinel-e	2,161,686	2,074,614

Grand Total ..... 4,701,426 4,415,390

	1973	1972
Star Telegram-m	2,126,192	1,976,868
Star Telegram-S	2,848,289	2,881,194
*Star Telegram-S	1,537,612	1,481,791

Grand Total ..... 6,512,093 6,339,853

	1973	1972
Bee-e	2,081,990	1,648,009
*Bee-S	1,046,900	892,839

Grand Total ..... 3,128,890 2,540,848

	1973	1972
Courant-m	2,603,877	2,267,648
*Courant-S	1,853,755	1,821,057
Times-e	1,745,913	1,740,261
Times-S	599,842	615,727

Grand Total ..... 6,803,387 6,444,703  
NOTE: Part-run advertising—Courant-S This year 1,853,755 includes 232,540 lines; Last year 1,821,057 includes 213,420 lines.  
Times-e This year 1,740,261 includes 24,000 lines.  
Times-S Last year 615,727 includes 103,508 lines.

	1973	1972
Honolulu-m	2,385,569	2,277,695
Star Bulletin-e	2,519,343	2,307,368
*Star Bulletin & Advertiser-S	1,112,341	984,576
Grand Total	6,017,253	5,569,639

	1973	1972
Chronicle-e	4,722,859	4,128,777
Chronicle-S	2,680,964	2,375,299
Post-m	3,949,669	3,787,717
*Post-S	1,999,855	1,561,930

Grand Total ..... 13,353,347 11,853,723  
NOTE: Part-run advertising—Chronicle-e This year 4,722,859 includes 568,427 lines; Last year 4,128,777 includes 412,877 lines.  
Chronicle-S This year 2,680,964 includes 190,295 lines; Last year 2,375,299 includes 108,537 lines.  
Post-m This year 3,949,669 includes 304,279 lines; Last year 3,787,717 includes 259,831 lines.  
Post-S This year 1,999,855 includes 172,781 lines; Last year 1,561,930 includes 144,250 lines.

	1973	1972
News-e	2,428,486	2,459,085
Star-m	2,766,384	2,492,100
Star-S	2,166,366	1,898,026

Grand Total ..... 7,361,236 6,849,211

	1973	1972
Times Union-m	2,941,745	2,729,765
Times Union-S	2,289,332	1,070,270
Journal-e	1,778,356	1,544,122

Grand Total ..... 6,009,033 5,344,157

	1973	1972
Times-m	2,610,430	2,509,748
Star-e	1,734,343	1,653,608
Star-S	1,703,148	1,564,969

Grand Total ..... 6,047,971 5,728,325  
NOTE: Part-run advertising—Star-e This year 1,734,343 includes 145,367 lines; Last year 1,653,608 includes 101,440 lines.

	1973	1972
Arkansas Gazette-m	1,751,011	1,632,354
*Arkansas Gazette-S	856,703	693,867
Arkansas Democrat-e	947,340	755,262
*Arkansas Democrat-S	391,304	453,315

Grand Total ..... 3,946,358 3,537,798

	1973	1972
Press Telegram (See Note)	2,496,407	2,473,499
*Independent Press Telegram-S	971,132	967,405

Grand Total ..... 3,467,539 3,440,904  
NOTE: Part-run advertising—Press Telegram-e This year 2,496,407 includes 377,236 lines; Last year 2,473,499 includes 288,793 lines.  
Independent Press Telegram-S Last year 967,405 includes 9,120 lines.  
Press Telegram-e and Independent-m sold in combination; lineage of one edition, Press Telegram-e is shown.

	1973	1972
Newsday-e	3,306,245	3,112,572
Newsday-S	728,707	877,125

Grand Total ..... 4,034,952 3,989,697  
NOTE: Part-run advertising—Newsday-e This year 3,306,245 includes 641,974 lines; Last year 3,112,572 includes 628,754 lines.  
Newsday-S This year 728,707 includes 94,074 lines; Last year 877,125 includes 115,579 lines.  
Newsday Sunday first publication April 9, 1972.

	1973	1972
Times-m	6,038,123	5,580,318
Times-S	4,399,109	3,983,525
Herald Examiner-e	939,739	897,628
Herald Examiner-S	451,618	457,346

Grand Total ..... 11,828,620 10,918,817  
NOTE: Part-run advertising—Times-m This year 6,038,123 includes 1,268,561 lines; Last year 5,580,318 includes 1,080,385 lines.  
Times-S This year 4,399,109 includes 1,594,169 lines; Last year 3,983,525 includes 1,354,489 lines.

	1973	1972
Sun-e	1,108,348	1,036,863
*Sun-S	776,270	753,065

Grand Total ..... 1,884,618 1,789,928

	1973	1972
Telegraph-m	1,204,121	1,229,051
News-e	1,222,970	1,246,489
*Telegraph & News-S	604,736	466,144

Grand Total ..... 3,031,827 2,941,684

	1973	1972
Union Leader-d	1,235,447	1,173,761
New Hampshire News-S	572,822	587,823

Grand Total ..... 1,808,269 1,761,684

	1973	1972
Commercial Appeal-m	2,514,323	2,548,251
Commercial Appeal-S	1,325,866	1,222,742
Press Scimitar-e	1,846,252	1,773,598

Grand Total ..... 5,686,435 5,544,591  
NOTE: Part-run advertising—Press Scimitar-e This year 1,846,252 includes 89,579 lines; Last year 1,773,598 includes 73,652 lines.

	1973	1972
Herald-m	5,665,575	5,167,751
Herald-S	3,455,850	2,895,051
News-e	2,880,883	2,258,746

Grand Total ..... 12,002,308 10,321,548  
NOTE: Part-run advertising—Herald-m This year 5,665,575 includes 247,019 lines; Last year 5,167,751 includes 245,941 lines.  
Herald-S This year 3,455,850 includes 129,077 lines; Last year 2,895,05

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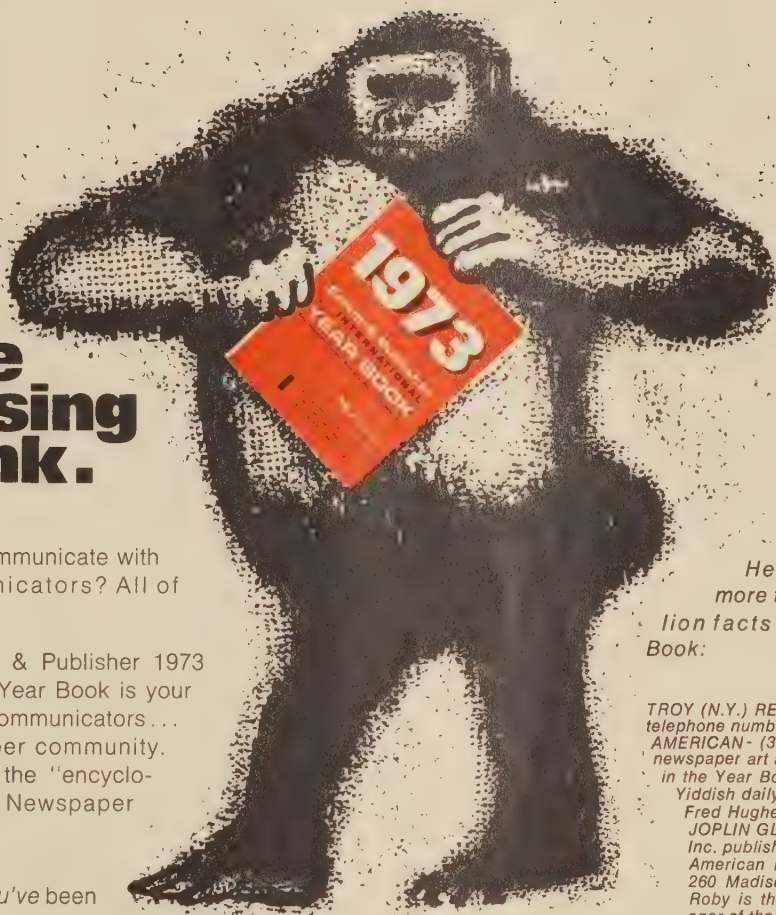
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**MILWAUKEE, WIS.**

Sentinel-m	1,833,285	1,642,708
Journal-e	3,515,762	3,462,253
Journal-S	2,642,457	2,387,652

Grand Total ..... 7,991,504 7,492,613  
NOTE: Part-run advertising-Sentinel-m  
This year 1,833,285 includes 17,492 lines;  
Last year 1,642,708 includes 14,556 lines.  
Journal-e This year 3,515,762 lines in-  
cludes 17,492 lines; Last year 3,462,253  
includes 14,556 lines.

**MINNEAPOLIS, MINN.**

Tribune-m	2,287,396	2,028,311
Tribune-S	2,655,212	2,319,529
Star-e	3,327,667	3,117,793

Grand Total ..... 8,270,275 7,465,633  
NOTE: Part-run advertising-Tribune-m  
This year 2,287,396 includes 70,335 lines;  
Last year 2,028,311 includes 59,953 lines.  
Tribune-S This year 2,655,212 includes  
36,360 lines; Last year 2,319,529 includes  
48,480 lines.  
Star-e This year 3,327,667 includes 525-  
333 lines; Last year 3,117,793 includes  
536,979 lines.

**MODESTO, CALIF.**

Bee-e	1,453,431	1,213,793
*Bee-S	518,965	401,428
NOTE: Bee-e Published 5 days a week only.		

**MUNCIE, IND.**

Press-e	1,179,540	1,105,039
Star-m	1,087,538	1,088,199
†Star-S	497,510	541,613

Grand Total ..... 2,764,588 2,734,851

**NASHVILLE, TENN.**

Banner-e	2,356,108	2,184,934
Tennessean-m	2,385,986	2,237,742
Tennessean-S	1,175,989	996,993

Grand Total ..... 5,918,083 5,419,199

**NEW ORLEANS, LA.**

Times Picayune-m	3,408,827	3,315,020
Times Picayune-S	1,930,460	1,651,915
States & Item-e	2,079,024	1,946,815

Grand Total ..... 7,418,311 6,913,750  
NOTE: Part-run advertising-Times Picayune-S  
This year 1,930,460 includes 24,192 lines;  
Last year 1,651,915 includes 165,440 lines.  
States & Item-e This year 2,079,024 in-  
cludes 11,541 lines; Last year 1,946,815  
includes 16,162 lines.

**NEW YORK, N. Y.**

Times-m	3,247,268	3,286,205
Times-S	4,383,206	4,150,424
News-m	2,347,803	2,279,321
News-S	2,591,807	2,541,886
Post-e	1,194,897	1,196,657

Grand Total ..... 13,764,981 13,454,693  
NOTE: Part-run advertising-Times-S  
This year 4,383,206 includes 486,020 lines;  
Last year 4,150,424 includes 519,513 lines.  
News-m This year 2,347,803 includes  
852,219 lines; Last year 2,279,321 includes  
877,305 lines.  
News-S This year 2,591,807 includes 1-  
571,639 lines; Last year 2,541,886 includes  
1,512,645 lines.

**NEWARK, N. J.**

Star Ledger-m	2,822,148	2,258,477
*Star Ledger-S	2,129,314	1,685,317
News-e		530,534

NOTE: Part-run advertising-Star Ledger-m  
This year 2,822,148; includes 41,591 lines;  
Last year 2,258,477 includes 32,719 lines.  
includes 32,719 lines.

**NIAGARA FALLS, N. Y.**

Gazette-e	1,303,941	1,163,022
†Gazette-E	546,210	515,655

Grand Total ..... 1,850,151 1,678,677

**ORANGE COUNTY, CALIF.**

Register (see note)	4,030,653	3,565,210
†Register-S	1,566,977	1,404,896

Grand Total ..... 5,597,630 4,970,106  
NOTE: Register-e and Register-m sold in  
combination; Linage of one edition,  
Register-e, is shown.

**ORLANDO, FLA.**

Sentinel Star-d	3,569,973	
*Sentinel Star-S	1,645,846	1,245,855
Sentinel-m		2,713,296
Star-e		2,684,589

Grand Total ..... 5,215,819 6,643,740  
NOTE: Part-run advertising-Sentinel  
Star-d This year 3,569,973 includes  
453,010 lines.

Sentinel Star-S This year 1,645,846 in-  
cludes 206,118 lines; Last year 1,245,855  
includes 181,509 lines.  
Sentinel-m Last year 2,713,296 includes  
340,029 lines of Part Run Advertising.  
Star-e Last year 2,684,589 includes 285-  
550 lines of Part Run Advertising.  
Star-S ceased publication on Jan. 20,  
1973; Sentinel-m became The Sentinel  
Star Daily effective Jan. 22, 1973.

**PHILADELPHIA, PA.**

Bulletin-e	2,883,335	2,884,054
*Bulletin-S	1,738,512	1,382,447
Inquirer-m	2,240,839	2,021,779
Inquirer-S	2,709,419	2,527,730
News-e	1,185,266	1,032,892

Grand Total ..... 10,757,371 9,848,902  
NOTE: Part-run advertising-Bulletin-e  
This year 2,883,335 includes 734,630 lines; Last  
year 2,884,054 includes 745,095 lines.  
Bulletin-S This year 1,738,512 includes  
712,589 lines; Last year 1,382,447 includes  
409,490 lines.  
Inquirer-m This year 2,240,839 includes  
189,742 lines; Last year 2,021,779 includes  
167,564 lines.  
Inquirer-S This year 2,709,419 includes  
604,847 lines; Last year 2,527,730 in-  
cludes 523,678 lines.

**PHOENIX, ARIZ.**

Republic-m	4,301,112	3,883,017
Republic-S	2,133,977	1,707,931
Gazette-e	4,291,376	3,802,269

Grand Total ..... 10,726,465 9,395,217

**PITTSBURGH, PA.**

Post Gazette & Sun Telegraph-m	1,078,703	1,054,803
Press-e	2,154,737	2,233,472
*Press-S	1,966,595	1,877,910

NOTE: Part-run advertising-Press-e  
This year 2,154,737 includes 40,320 lines;  
Press-S This year 1,966,595 includes 22,800  
lines.

**PROVIDENCE, R. I.**

Bulletin-e	2,177,617	2,011,986
Journal-m	1,679,532	1,615,229
Journal-S	1,690,759	1,420,747

Grand Total ..... 5,547,908 5,047,962  
NOTE: Part-run advertising-Bulletin-e  
This year 2,177,617 includes 88,436 lines; Last  
year 2,011,986 includes 46,800 lines.

**QUINCY, MASS.**

Patriot Ledger-e	1,523,449	1,349,147
NOTE: Part-run advertising-Patriot Led- ger-e This year 1,523,449 includes 43,983 lines; Last year 1,349,147 includes 29,958 lines.		

**ROANOKE, VA.**

Times-m	1,702,244	1,354,455
Times-S	654,470	587,296
World News-e	1,754,503	1,384,431

Grand Total ..... 4,147,217 3,326,182  
NOTE: Part-run advertising-Times-m  
This year 1,702,244 includes 1,121,183 lines;  
World News-e This year 1,754,503 in-  
cludes 72,352 lines.

**ROCHESTER, N. Y.**

Democrat & Chronicle-m	1,715,515	1,767,057
Democrat & Chronicle-S	1,563,964	1,458,424
Times Union-e	2,189,162	2,103,472

Grand Total ..... 5,468,641 5,328,953  
NOTE: Part-run advertising-Democrat &  
Chronicle-S This year 1,563,964 includes  
17,662 lines; Last year 1,458,424 includes  
14,550 lines.

**SACRAMENTO, CALIF.**

Bee-e	2,555,426	2,448,809
*Bee-S	1,181,321	1,015,968
Union-m	1,764,371	1,481,028
†Union-S	342,326	310,206

Grand Total ..... 5,843,444 5,256,011

**ST. LOUIS, MO.**

Globe Democrat-m	1,486,332	1,453,392
Globe Democrat-we	714,619	771,831
Post Dispatch-e	2,334,369	2,460,716
*Post Dispatch-S	2,024,824	2,139,228

Grand Total ..... 6,560,144 6,825,167  
NOTE: Globe Democrat-m published 5  
days a week only.  
NOTE: Part-run advertising-Globe Demo-  
crat-m This year 1,486,332 includes 218-  
514 lines; Last year 1,413,392 includes  
181,707 lines.  
Globe Democrat-we This year 714,619  
includes 9,757 lines; Last year 771,831  
includes 7,590 lines.  
Post Dispatch-e This year 2,334,369 in-  
cludes 237,270 lines; Last year 2,460,716

includes 178,710 lines.  
Post Dispatch-S Last year 2,139,228 in-  
cludes 14,880 lines.

**ST. PETERSBURG, FLA.**

Independent-e	2,756,004	2,193,290
Times-m	4,635,837	3,630,927
*Times-S	2,058,690	1,610,521

Grand Total ..... 9,450,531 7,434,738  
NOTE: Part-run advertising-Times-m  
This year 4,635,837 includes 887,094 lines;  
Last year 3,630,927 includes 506,764 lines.  
Times-S This year 2,058,690 includes 336-  
081 lines; Last year 1,610,521 includes  
239,607 lines.

**SAN ANTONIO, TEXAS**

Express-m	2,194,654	1,989,939
†Express-News-S	1,228,221	1,057,159
Express News-sat	423,970	411,343
News-e	2,032,996	1,939,905
Light-e	2,486,392	2,385,370
*Light-S	1,382,282	1,278,144
Light-sat	299,485	291,780

Grand Total ..... 10,048,000 9,353,639  
NOTE: Express-m, News-e, and Light-e  
published 5 days a week only.

**SAN BERNARDINO, CALIF.**

Sun (See Note)	2,482,872	2,111,527
*Sun-S	742,875	680,210

Grand Total ..... 3,225,687 2,791,737  
NOTE: Sun-m, and Telegram-e are sold in  
combination; Linage of one edition,  
Sun-m is shown.  
NOTE: Part-run advertising-Sun-m This  
year 2,482,872 including 73,078 lines; Last  
year 2,111,527 includes 72,827 lines.  
Sun-S This year 742,875 includes 27,298  
lines; Last year 680,210 includes 28,085  
lines.

**SAN DIEGO, CALIF.**

Union-m	2,933,917	2,507,719
*Union-S	1,668,145	1,543,244
Tribune-e	3,544,352	3,161,533

Grand Total ..... 8,146,414 7,212,496

**SAN FRANCISCO, CALIF.**

Chronicle-m	1,992,590	1,924,321
Examiner-m	2,100,932	1,955,667
Examiner & Chronicle-S	1,395,108	1,207,400

Grand Total ..... 5,488,630 5,087,388

**SAN JOSE, CALIF.**

Mercury-m	4,143,949	3,910,673
News-e	4,104,146	3,843,653
*Mercury-News-S	1,727,433	1,502,752

Grand Total ..... 9,975,528 9,257,078  
NOTE: Part-run advertising-Mercury-m  
This year 4,143,949 includes 155,016 lines;  
Last year 3,910,673 includes 161,425 lines.  
News-e This year 4,104,146 includes 155-  
082 lines; Last year 3,843,653 includes  
161,425 lines.

**SEATTLE, WASH.**

Post Intelligencer-m	1,448,939	1,549,325
*Post Intelligencer-S	717,744	619,665

Grand Total ..... 2,116,683 2,168,990

**SHREVEPORT, LA.**

Journal-e	1,487,303	1,373,229
Times-m	2,095,668	1,987,974
Times-S	1,135,634	987,144

Grand Total ..... 4,718,605 4,348,347

**SOUTH BEND, IND.**

Tribune-e	1,862,436	1,720,955
*Tribune-S	840,203	834,501

Grand Total ..... 2,702,639 2,555,456  
NOTE: Part-run advertising-Tribune-e  
This year 1,862,436 includes 31,660 lines; Tri-  
bune-S This year 840,203 includes 46,898  
lines.

**SPOKANE, WASH.**

Spokesman Review-m	1,301,916	1,134,677
*Spokesman Review-S	821,863	851,888
Chronicle-e	1,501,583	1,264,436

Grand Total ..... 3,625,362 3,250,997

**SYRACUSE, N. Y.**

Herald Journal-e	1,915,526	1,960,171
*Herald Journal-S	1,110,705	1,082,416
Post Standard-m	965,837	865,155

Grand Total ..... 3,992,068 3,902,742  
NOTE: Part-run advertising-Herald Jour-  
nal-e Last year 1,960,171 includes 17,971  
lines.  
Herald Journal-S This year 1,110,705 in-  
cludes 17,970 lines; Last year 1,082,416  
includes 19,244 lines.  
Post Standard-m This year 965,837 includes

12,037 lines; Last year 865,155 includes  
8,945 lines.

**TACOMA, WASH.**

News Tribune-e	1,821,248	1,713,595
News Tribune-S	774,134	737,766

Grand Total ..... 2,595,382 2,451,361

**TALLAHASSEE, FLA.**

Democrat-e	1,556,432	1,333,112
*Democrat-S	756,426	610,825

Grand Total ..... 2,312,858 1,943,937  
NOTE: Part-run advertising-Democrat-e  
This year 1,556,432 includes 18,002 lines;  
Last year 1,333,112 includes 14,555 lines.

**TAMPA, FLA.**

Tribune-m	3,535,044	3,052,289
Tribune-S	1,520,273	1,278,446
Times-e	2,356,128	1,915,023

Grand Total ..... 7,411,445 6,245,758  
NOTE: Part-run advertising-Tribune-m  
This year 3,535,044 includes 209,825 lines;  
Last year 3,052,289 includes 227,998 lines.

**TRENTON, N. J.**

Times-e	1,550,763	1,307,642
†Times Advertiser-S	1,262,595	1,173,113
Trentonian-m	1,192,257	1,046,765

Grand Total ..... 4,005,615 3,527,520  
NOTE: Times-e Published 5 days a week  
only.  
NOTE: Part-run advertising-Times Adver-  
tiser-S This year 1,262,595 includes 24,499  
lines; Last year 1,173,113 includes 14,550  
lines.

**WASHINGTON, D. C.**

News-e	1,176,401	
*Post-m	4,716,017	4,511,491
*Post-S	2,474,007	2,238,300
Star-e	1,935,316	1,975,316
Star & News-e	2,727,663	1,124,587
Star & News-S	1,238,450	

Grand Total ..... 11,156,137 11,026,095  
NOTE: News ceased publication July 12,  
1972; Star-evening and Sunday became  
Star-News effective July 13, 1972.  
NOTE: Part-run advertising-Star-S Last  
year 1,238,450 includes 17,662 lines.

**WATERBURY, CONN.**



# Every phototypesetting paper you need comes in one box

Kodak Grade S Phototypesetting Paper...the economy you need, quality you can count on.

Whether you set 50 characters per second or thousands of characters, you need only one phototypesetting paper. KODAK EKTAMATIC Photomechanical Paper, Grade S, gives you speed, economy, and quality every time.

Economical because Grade S Paper can be used in any non-tungsten phototypesetting operation, and because of its easy stabilization processing.

Quality in sharp edge definition. The kind of quality you've come to expect from Kodak.

After all, we've been in phototypesetting since the beginning; we've grown up with it.

We have data on the benefits of phototypesetting and the products we make. They may help you. Send us the coupon.

Eastman Kodak Company, Dept. 412L, 7-36  
Rochester, N.Y. 14650

- ☐ Please brief me in person on how you can help in phototypesetting.  
☐ Send more information.

Name \_\_\_\_\_ Title \_\_\_\_\_

Newspaper \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type for this advertisement was set photographically  
on KODAK Phototypesetting Film.

The best impression you can make.





# Lockheed doing it

## Serving in many ways. In electronics.

Right now Lockheed is working to make international communications more flexible. More responsive to the needs of people all over the world.

We've joined with companies in Europe, Canada and Japan to develop an international satellite in orbit that will have far more capacity than existing communications satellites. In the beginning, it will

handle international telephone, business data and television traffic.

As the communications needs of countries change, its many antennas can be easily pointed to virtually any place on earth. So it'll be able to meet the developing needs of nations everywhere. And it will work in orbit for at least ten years.

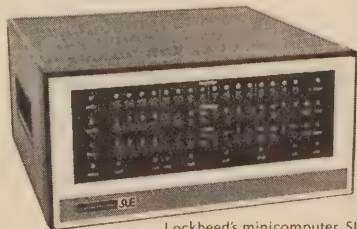
Meanwhile, our minicomputers, MAC and SUE are hard at work right here on earth.

Their labors include monitoring pipelines, helping reduce aircraft engine noise and acting as 24-hour "tellers" for banks.

scheduled to operate in orbit around Mars for 90 days. Instead, Mariner and our recorder stayed in operation for almost a year. And in case you're not going to Mars, Lockheed makes a rugged little industrial recorder that fits under an airplane seat. It's so good the Japanese are buying it.

Lockheed is also making microcircuits, memories, printed circuits and many, many other electronic components and systems. In fact, more than 13,000 Lockheed people are working full time on electronic and electrical activities. To develop the products and systems people need.

For more information about Lockheed, send for our annual report. Just write Corporate Publications, Lockheed, Burbank, California 91503.



Lockheed's minicomputer, SUE

They're low in cost and yet powerful and efficient enough to run a large business system. Or an air traffic control system.

And speaking of efficiency, one of our spacecraft recorders was on Mariner 9 which was



Mariner flight recorder



## IAPA attempting to get release of newsprint

The Inter American Press Association appealed June 29 to Guyana Prime Minister Forbes Burnham to release a shipment of newsprint to the opposition daily newspaper, the *Mirror*.

Opposition leader Cheddi Jagan, whose wife publishes the *Mirror*, had appealed to the IAPA for support. If the newsprint is not released, he said, the *Mirror* will have to cease publication.

The appeal to Prime Minister Burnham was made in a cable from George Beebe, chairman of the IAPA Executive Committee and associate publisher of the *Miami Herald*; and German E. Ornes, chairman of the Committee on Freedom of the Press and Information and publisher of *El Caribe*, Santa Domingo.

"The IAPA is always concerned when newsprint is denied any publication by a government, for whatever reason. This is our only interest in requesting that you personally intercede to enable the *Mirror* to receive the newsprint necessary for its continued publication."

The newsprint was seized because it had been purchased by the *Mirror* without first obtaining a required importation license. The seizure came at the height of last month's elections.

## Nixon Newspapers buys Brazil Times

Nixon Newspapers, Inc. has purchased the *Brazil (Ind.) Times* from Mrs. Margaretta R. Cassel and George H. James.

The *Times* is a six-day daily with a circulation of 6,000. John Nixon, executive vicepresident of Nixon Newspapers, Inc. is publisher. Joe Redenberger, formerly general manager of the *Times*, has been named vicepresident and associate publisher. He will continue to direct the operation.

The *Times* is scheduled for conversion to offset in the near future. Maurice Henry of George J. Cooper Associates, Rockville Centre, N.Y., participated in negotiations as consultant and broker.

## Background service observes 50th year

Editorial Research Reports is observing its 50th anniversary this year and in a booklet concerning the background service Nelson Poynter, chairman of Congressional Quarterly, tells how it was started with less than \$300 of risk capital.

Editorial Research Reports and Congressional Quarterly consolidated July 1, 1956. CQ had been founded by Poynter in 1945. E.R.R. started in 1923.

## Legalized gaming could release jackpot of ads

There's an even money chance, some experts say, that newspapers could hit a jackpot of advertising with the proliferation of legalized gaming systems.

But the odds in favor of this plus lineage would be better than 2 to 1 if the Congress and state legislatures are ever persuaded to repeal some antiquated anti-gambling laws.

Among the 100 or so delegates to the first national conference on legalized wagering (July 10-12) at Boca Raton, Fla., there was discussion of the great need for planned sales promotion to make legalized gaming popular enough to put illegal schemes out of business.

In states where lotteries, off-track betting, bingo and other forms of gaming have been legalized, various regulations based on statutes enacted many years ago still impede publicity efforts. Two particular areas of restrictions against publicity in any form were mentioned by conference speakers—the Postal regulations in respect to second class mailing privileges and the Federal Communications Act which explicitly forbids broadcast stations to promote gambling enterprises.

Duane Burke, the organizer of the conference, suggested that the time is right for the advertising media to support the efforts of the National Association of State Lotteries and other groups that are turning to Congress to relax the prohibitions against promotion of legalized wagering.

### States moving in

Burke, who heads NLW Advisory Inc. and publishes the *NLW Newsletter*, was encouraged to call the National Conference on Public Gaming by the fact that a dozen states have already moved into this area of revenue-raising and a prediction that 30 or more will be active in the field by 1975. (NLW stands for National Legalized Wagering). Formerly a computer service consultant in Seattle, Burke has set up headquarters for his new business in Boca Raton.

A wide range of gaming opportunities, designed both to augment state revenues and to eliminate crime syndicates, came under the attention of the conference in which state and federal law enforcement officers, tax authorities and gambling apparatus suppliers participated.

Setting the keynote was Charles Morin, newly appointed chairman of the Federal Commission for the Study of National Policy Toward Gambling. He mentioned that promotion of gaming, such as lotteries, betting on horse and dog races, casinos, bingo, special event wagering, and pools for baseball and football, would have to be considered as a special problem to be dealt with by lawmakers.

Burke and others later suggested informally that advocates of repeal or revision of the postal and broadcast laws affecting advertising of gaming might

channel their efforts through the Commission which is charged with completing its study and report within the next two years.

Rufus King, who was counsel to the Kefauver Committee that probed gambling activities 20 years ago, said he has compiled the first comprehensive bibliography on gaming and statutes affecting it in the United States.

The broadcasters already have a friend in the government who is agitating, at least, for a clearcut policy on what stations can do in respect to publicizing legalized gaming. He is Hilbert Slosburg, associate general counsel of the FCC, who told the conference that his advice to broadcasters has had to be based on a strict construction of Supreme Court rulings that define lotteries.

### Bound by rulings

Slosburg said: "We are confronted almost daily with questions from broadcasters who operate in states that are legalizing some form of gambling. The Department of Justice overruled the FCC on liberal interpretation of the laws and since Congress made no exemptions in Section 1304 of the Federal Communications Act we are bound by court rulings, such as in the *Metromedia Case*, which bar interstate promotion of the New York lottery."

A station operating in New Jersey has recently been advised that it cannot broadcast the winning number in that state's daily lottery, Slosburg said.

The complexity of the problem was emphasized by a Michigan delegate who pointed out that his state's lottery benefits from the publicity and promotion given it by stations in Canada whose signals are received across the border.

Slosburg added that there is some confusion in the regulatory area due to the inconsistency in rulings. In a 1961 statute, he said, Congress allowed information of a legitimate public interest to be conveyed in respect to off-track betting, but the question comes up frequently as to what information is of legitimate interest and what would be helpful to illegal gambling.

"Is the reporting of one horse race good for the public but the reporting of two an aid to unlawful gambling?" he asked.

Palm Beach County sheriff William Heidtman said law enforcement officers are in an untenable position in cracking down on charity bazaars, poker and bridge parties and other forms of simple gaming that are specifically prohibited in criminal statutes. By way of example he noted that a federal agent in the special organized crime unit remarked recently that the publication of a state lottery number in interstate traffic was proscribed by law but "who would ever arrest the publisher of the *New York Times* for that?"

## 100th anniversary

North Dakota's oldest newspaper, the *Bismarck Tribune*, marked its 100th anniversary July 11. The front page of the edition was a reprint of the front page published July 11, 1873.



## The message was love, and Rhonda heard it loud and clear

When Chattanooga people heard about 3-year-old Rhonda Smith's hearing problem, they didn't just sit there.

They collected 1400 books of S&H Green Stamps so Rhonda and other children with hearing difficulties could use special trainer hearing aids, which we arranged to get at cost from local dealers.

Did it make a difference? Rhonda could speak only four words until she got her hearing aid. Now she's really learning to talk.

Do you know of a group working on a worthwhile project? We'll be glad to help through our group savings program. Just write: Mrs. Arlene La Tourette, The Sperry and Hutchinson Company, 330 Madison Ave., New York, N.Y. 10017.

**Sperry and Hutchinson**   
**The Encouragement Company**





# Readers' letters deserve good care, says columnist

"The Slim Gourmet" has an equally trim system for handling the mail from readers of her United Feature Syndicate column. Not quite two years old, the three-a-week column by Barbara Gibbons is currently in 110 papers coast to coast.

Mail is a "terrific indicator of readership, but handling it can be a perplexing problem," Mrs. Gibbons says in explaining how-to-do-it.

From the first, when the column got started, Mrs. Gibbons was determined "not to cop out" in answering letters from readers. A number of columns include a note stating that the writer can not answer letters individually.

The Gibbons family was living in a tiny Cape Cod house when the column started, and the mail stuffing operation used every available surface. A crew of high school girls came in afternoons to sort and stuff.

"Wall-to-wall chatter, chewing gum and rock and roll," Barbara recalls. "My husband, Bill, would come home every night to a combination post office-discotheque while I cowered in my back porch office with earplugs."

## Husband helps

Her husband, a systems analyst, helped in getting the mail procedure smoothed out. First, they hired a former public health nurse, Mrs. Jennifer Wilson of Wharton, N.J., and put her in charge. The mail was analyzed by types (10 categories) and a chart set up for handling. The whole operation was moved to Mrs. Wilson's roomy basement.

She acts as "first reader"—opening and sorting the mail into appropriate categories, and supervises a part-time staff of two or three housewives who fill recipe requests and send a form letter answer to a regular question "Is there a Slim Gourmet Cookbook and where can I buy it?" The remaining mail gets either the appropriate form letter response or a personal reply from Mrs. Gibbons or her staff assistant, Dot Fast, who is a graduate home economist.

"We manage to satisfy most of the letter-writers who expect a response.



Barbara Gibbons

This is very important. When you write a friendly column it's only natural that readers think of you as a local lady who works down at the newspaper office . . . When a reader spends all morning pouring her frustrations into a 5-page letter, it's unthinkable not to respond in some way, even if the answer is very brief."

The daily mail ranges anywhere from 100 to 450, depending on the day or the season, and all that caused quite a stir in the local postal system when the Gibbons family moved to Sparta, New Jer-

sey, a small town of 20,000 surrounding Lake Mohawk.

Through letters, Barbara says, she's learned that her readership isn't confined to fat ladies. The former reporter and woman's page editor who once weighed 208 pounds herself and is now 125 pounds also writes a regular monthly column for *Family Circle Magazine* and has done a *Family Circle* special, "Creative Low-Calorie Cooking."

## Information on letters

Under the Slim Gourmet mail procedure chart, readers seeking calorie or nutritional data about specific foods, products or brand name merchandise (20%) get the information written right on their letters which are then mailed back. Fan mail and complimentary letters are filed and eventually turned over to United Feature Syndicate.

Letters seeking encouragement or non-medical advice and those regarding complaints, goofs, misprints, get a personal letter from Barbara. Letters seeking medical advice are answered by Mrs. Wilson with a form referral to family doctor. Mrs. Wilson also handles other inquiries on special diet cooking with a diet book-list.

Letters from readers who lost weight, or sent recipes, and other interesting comments are filed for future use by the columnist. The final letter category is for cooking questions, and those get a personal reply from Dot Fast.

The "How Soon" column on Mrs. Gibbons' chart lists "immediate" for complaints, goofs, and misprints, while all other mail is answered within 7 days to two weeks.

## Compensation is up to various states

Secretary Caspar W. Weinberger of Health, Education and Welfare said July 10 that states may decide whether to provide unemployment compensation to families when the father is on strike (E&P editorial, May 26).

The ruling drew a complaint from AFL-CIO president George Meany, who termed it a "cruel and heartless action." He said the Administration action puts the power of government on the side of employers in labor-management disputes.

## OUR FOREFATHERS' FUNNYBONE EXPOSED IN "COLONIAL CAPERS"



A gag-a-day replay of history revealing the humorously human side of our nation's founders!

4-column daily strip. — Mats and camera-ready proofs. UNITED FEATURE SYNDICATE, INC., 220 East 12nd Street, New York, N.Y. 10011

# Save your energy.

## 20 ways you can help resolve our nation's energy crisis\*

**Our diminishing energy supply is a national problem that can't be solved by government regulation alone. You can save your energy and save money, too. Here are some tips from the Consumer Service Division of Montgomery Ward:**

1. Turn off all lights, radios, televisions and appliances when you're not using them.
2. Keep electrical and mechanical appliances in top working order to avoid wasting gas and electricity.
3. Clean the burner orifices on your gas range—or burner coils if your range is electric—regularly to use energy more efficiently in cooking.
4. Set your air conditioner thermostat at 75 degrees instead of 72 degrees. For each degree of coolness below 75 you are expending about 5 per cent more energy.
5. Fix that leaky faucet. One drop of hot water per second can waste 650 gallons of hot water annually.
6. Clean the condenser coils behind and under your refrigerator often for more efficient operation.
7. Keep all furnace and air conditioner filters clean so that they can do their jobs more easily. Check them every 30 days.
8. Let the sun in on cool days and keep it out on warm days to relieve some of the strain on your heating or cooling system. Awnings, insulating window shades and lined draperies can help you control household temp without unnecessary energy consumption.
9. Prevent heat loss and, therefore, wasted energy by closing the chimney damper when you're not using your fireplace.
10. Use the vacation setting on your water heater when you're away from home more than a day or two. That way the pilot light will continue to burn without igniting the burner and heating water unnecessarily.
11. Clean the lint filter on your washer and dryer after each load to keep your machine running efficiently.
12. Check the door gaskets on your refrigerator and freezer. If cold is escaping, you're wasting electricity.
13. Study your appliance manuals for specific information which may help you conserve energy.
14. Keep your automobile engine tuned according to the manufacturer's instructions. When your car is properly tuned it not only runs better but also saves you money on gas and oil.
15. Simplify your driving itinerary and drive slower than the usual 70 mph highway speed limit. At 70 mph you are straining the engine and using as much as three miles per gallon more gasoline than you do at 60 mph.
16. Change the oil and oil filters every 3,000 to 6,000 miles, according to your owner's manual, to keep your car performing efficiently without wasting gasoline.
17. Clean the filter in your fuel line regularly. The particles it screens out can build-up, forcing the engine to work harder and use more gas.
18. Check your car's ignition system from time to time, replacing points and plugs as needed, to use less gas in starting your car.
19. Change the PVC valve in your car's emission control system every 5,000 miles. You'll get better mileage if it's working properly.
20. Replace air filters every 10,000 miles to maintain the proper percentage of air and gas fed into the engine. Dust and dirt may clog them up, causing your car to work harder and waste gasoline.

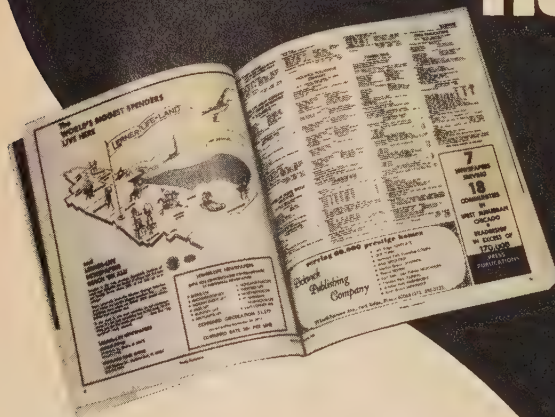
## save energy • save money

\*These energy-saving tips are from a booklet we're distributing to customers through our retail stores. You may request a copy by writing to Box 8339, Chicago, Illinois 60680, Attn. Consumer Service Division A-8, Montgomery Ward.

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WARD**



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Be sure you're there whenever and wherever the buyers of weekly newspapers are analysing, planning and buying with a listing in Weekly Newspaper Rates and Data. Use the handy coupon below for full information.

Plan now to have your listing in the September, 1973 issue.

#### Closing Dates:

New Listing Closing: August 8

Ad Forms Closing: August 4

Plate Closing: August 11

SRDS

### Weekly Newspaper Rates and Data

Standard Rate & Data Service, Inc.  
5201 Old Orchard Road, Skokie, Ill. 60076  
ATTN: Ken Bieschke

- ☐ Please rush me free information on how to list our newspaper
- ☐ Please rush me information on how to reserve ad space adjacent to our listing

Name of publication \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

## Press relations topic of police seminar

The International Association of Police Chiefs will conduct a seminar on police-press relations in Washington, August 26-31. Chief Don R. Dering, of Winnetka, Ill., president of the association, said that the seminar has been planned at the request of law enforcement executives throughout the country who feel that there is a need to clarify responsibilities of both the police and the press in criminal justice news reporting.

The seminar will include an analysis of police public information activities in crisis situations, such as natural disasters, civil disorders and other emergencies; the responsibilities of the press in crime prevention; the public relations function; and the techniques of communication.

News media managers and police beat reporters are invited to attend and may obtain additional information from Miss B. Bosarge, Professional Standards Division, International Association of Chiefs of Police, 11 Firstfield Road, Gaithersburg, Maryland, 20760.

## General lineage slips in New York for May, up in Northwest

Many New York State Publishers Association lineage figures show an overall increase for the month, but one not as substantial as that registered by 79 member newspapers for April, 1973.

In May, general advertising fell in morning, evening and Sunday papers. Gains were made by legal and classified advertising, and retail in all three categories.

Overall, morning papers registered a % gain, and Sunday papers a 6.7% increase over last year. But evening papers only gained 1.9% over last May.

For the first five months of the year, evening lineage had increased 4.2%, morning lineage 8.4% and Sunday lineage 2.4%. The total five months increase over the same period last year was 4.1%.

## J-School staffers pile up 103 years

Three senior staff members who have together logged 103 years on the faculty of South Dakota State University's department of journalism and mass communication retired from full time service June 30.

They are George Phillips, professor and department head; Oscar Abel, associate professor and superintendent of printing production; and A. D. Evenson, associate professor.

All three are graduates of the department themselves. The three men have instructed and counselled more than 1,200 students during their tenure at the school.

# No Need for News Council

The lofty Twentieth Century Fund—a giant among the tax-exempt social busybodies—this week spawned another self-anointed do-gooder to save man from himself.

Flushed with nearly a half million dollars the National News Council went to work in earnest.

Its task, intoned solemnly in its birth announcement, is to be the crying towel of anyone with a beef against the press, and, as if by contradiction, also protect the press against regulation and intimidation.

Some in the press welcome the masochistic ritual of being hauled before a hearing panel to hear charges, including some of those who howl loudest about First Amendment privileges when Spiro Agnew opens his mouth.

But a growing number of responsible print and electronic news executives—spread widely among liberal and conservative ideologies—view the National News Council as everything from frivolous to frightening.

The president of the journalism society, Sigma Delta Chi, William Payette, calls the Council “dangerous.”

The *New York Times* calls the Council “regulation in another form.”

Far to the right of the *Times*, the *Wall Street Journal* observed, “we do not require help from a self-appointed, quasi-public committee to do this job and to serve the public interest.”

John S. Knight, editorial chairman of Knight Newspapers, says that “any self-respecting editor who submits . . . to meddling by the (Council) is simply eroding his own freedoms.”

ABC and NBC networks have refused to cooperate. CBS has endorsed the Council.

Only about half of the members of the American Society of Newspaper Editors approve.

The 15-member Council's modus operandi, backed up by a team of Nader-like investigators will take public complaints and then ask the criticized media to respond.

Response or no, the Council then proposes to use the public forum to approve or disapprove of media performance.

Aside from the dangerous moral implications the Council has on First Amendment rights of the press to operate unfettered, the Council plainly is in no position to judge nor effectively control media performance.

Responsible print and electronic media long have been sensitive to their own performance through reaction of viewers and readers.

Electronic media are subject, for example, to relicensing and fairness doctrines based on performance.

Newspapers have opened their letters-to-the-editor columns to enraged and outraged readers, and further extended their self-examination to readership studies and the ups-and-downs of circulation.

Citizens whose legal rights have been abused by the media have recourse in the courts.

If the track record of grievance groups in the past is any measure, the Council largely will be deluged with protests which ultimately will involve the question of who judges what is news and what is not news.

Gay Liberation, for example, may think it is getting a lousy break in coverage by the Associated Press. Shall the Council substitute its judgment for the AP, then condemn AP if it does not conform to the Council's decision?

America has the freest and most honest and most professional press anywhere in the world.

It has come this far by demanding freedom to exercise its own judgment, and to let consumers be the jury.

American newspapers have folded for lack of public support. Others have prospered because of it.

Tv and radio rating systems show a wide range of public acceptance or rejection, depending on the caliber of performance. Newspaper reporters who have chosen to defy courts and juries, as a matter of principle, have gone to jail to protect their rights to total press freedom.

This newspaper is second to none in condemning newspapers which we believe have violated standards of our profession, or seriously erred in treatment of the news.

But, better the press remain free to make its own mistakes and suffer the consequences, than to put the arbitration of performance in the hands of 15 persons who speak only for themselves.

If there is anything the American press doesn't need it is the so-called National News Council.

(PAID POLITICAL COMMENT)  
REPRINTED FROM THE JULY 19, 1973 ISSUE OF

**The Arizona Republic**  
PHOENIX, ARIZONA



## FEATURES AVAILABLE

### ANTIQUES



### Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

### GENERAL

GET SMART: "Ask Aunt Madge," 6 questions and answers column. Free samples. Madge, 3767 Macbeth, San Jose, Calif. 95127.

### PARENT TIPS

PAUL'S PARENT TIPS—Lively answers to questions all kids (and adults) pose. 20 years experience. Samples. P. Burns, 436 Morse, Dayton, Ohio 45420.

### NEWS FILLERS

BEST, CHEAPEST, 5 columns a week. You set or reposs. Sample free. Snappy Fillers, 610 Wataga, Louisville, Ky. 40206.

### SPORTS

SPORTS EDITORS: Here are five unique sports features available weekly. 1. Sports Scramble 2. Sports Flashback 3. Sports Quiz 4. You Be The Official 5. The Record Makers. Two pro sports-writers, pooling their years of experience, will send you samples immediately of features that will win more readers at a price every editor can afford. Write P & B Sports Features, Box 1146, Editor & Publisher.

### TRAVEL

YOUR WEEKLY TRAVEL and recreation page or supplement. No work for you, only profit. Travel Rates & Places, Box 246, Woodside, N.Y. 11377.

## ANNOUNCEMENTS

### BUSINESS OPPORTUNITIES

QUITE PROFITABLE newspaper and commercial printing business in Rome, Italy. Gross sales over \$1.2 million. R. H. Cunningham, (803) 546-8585.

### BUSINESS OPPORTUNITIES WANTED

GENERAL MANAGER of weekly group grossing over 1 million seeks to acquire a small to medium size weekly or shopper—would consider partnership on same in Zone 1, 2, 3 or 4. Box 1141, Editor & Publisher.

### NEWSPAPER APPRAISERS

APPRAISALS FOR ESTATE, TAX, partnership, loan and insurance purposes. Sensible fees. Brochure. M. R. Krehbiel, Box 88, Norton, Kans. 67654.

APPRAISALS FOR ALL PURPOSES Newspaper Service Co., Inc., P.O. Dr. 12428, Panama City, Fla. 32401.

### NEWSPAPER BROKERS

IT'S NOT THE DOWN PAYMENT that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.

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Box 189, Mount Pleasant, Mich. 48858

ROBERT N. BOLITHO, newspapers, magazines; appraisals, consulting. Krehbiel-Bolitho Newspaper Service, Box 133, Emporia, Kans. (316) 342-5280.

## ANNOUNCEMENTS

### NEWSPAPER BROKERS

Negotiations for sales, purchasing, appraising of newspapers our business. CLARENCE W. TABB & ASSO., 6514 Rutgers Street, Houston, Texas 77005 Ph (713) 664-9414

JOSEPH A. SNYDER, BROKER  
Western, Mid-Western Newspapers  
2234 E. Romneya, Anaheim, Cal. 92806

### NEWSPAPERS FOR SALE

NEWSPAPERS BROKERED, bought and sold. Robert Cunningham, President, United Communications, Inc., P.O. Box 1029, Georgetown, S.C. 29440. Tel: (803) 546-5855.

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Rocky Mountain Newspapers  
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## ANNOUNCEMENTS

### NEWSPAPERS FOR SALE

NORTHERN MICHIGAN WEEKLY shopper/newspaper combo in prosperous year-round community. Job Shop included. Total gross \$225,000. Full particulars to qualified buyers. Box 1169, Editor & Publisher.

AREA 3 — Tidewater weekly since 1888, gross \$65,000, net \$23,000. Ideal couple situation; lease with option, buy 29% down \$59,000 or coop 50/50 of net, open to reasonable purchase plans. Box 814, Editor & Publisher.

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UPSTATE NEW YORK, absentee owner, gross \$46M—sell \$20M, excellent terms on this weekly tab, circulation 2000 plus. Box 1077, Editor & Publisher.

AGGRESSIVE, EXPERIENCED husband/wife team will earn \$25,000 first year with this 14-year-old uncontested weekly in affluent community 100 miles from Manhattan. Priced firm at 50% over present \$52,000 annual gross. Terms arranged. Box 1201, Editor & Publisher.

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### Order Blank

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Authorized by \_\_\_\_\_

Classification \_\_\_\_\_

Copy \_\_\_\_\_

☐ Assign a box number and mail my replies daily

To Run: \_\_\_\_\_ Weeks \_\_\_\_\_ Till Forbidden

Please indicate exact classification in which ad is to appear.

Mail to: EDITOR & PUBLISHER • 850 Third Ave. • New York, N. Y. 10022

## CLASSIFIED

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(Payable with order)

4-weeks .....\$1.10 per line, per issue  
3-weeks .....\$1.20 per line, per issue  
2-weeks .....\$1.30 per line, per issue  
1-week .....\$1.40 per line.

Count 5 average words per line  
or 38 characters and/or spaces  
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and  
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Air-mail service on box numbers also  
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Do not send irreplaceable clippings,  
etc. in response to "help wanted"  
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sponsible for their return.

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(Remittance should accompany clas-  
sified copy when submitted unless  
credit has been established.)

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2-weeks .....\$1.80 per line, per issue  
1-week .....\$1.90 per line.

Count 5 average words per line  
or 38 characters and/or spaces  
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and  
count as an additional line in your copy.

Air-mail service on box numbers also  
available at \$1.00 extra.

#### DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts  
or other decorations, changes your classi-  
fied ad to display. The rate for display-  
classified is \$3.45 per agate line—\$48.30  
per column inch minimum space.

#### WEEKLY CLOSING TIME

Tuesday, 4:30 PM New York Time

Box numbers, which are mailed each day  
as they are received, are valid for 1-year.

### Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022

(212) 752-7050

## ANNOUNCEMENTS

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INTERESTED IN PURCHASE of  
weekly newspaper in \$125 M plus gross  
in Zone 4 or lower part of Zone 3.  
Write Fred R. Vice, P.O. Box 111,  
Louisville, Miss. 39339. Call (601)  
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EXPERIENCED NEWSMAN seeks  
small daily. All areas considered. Box  
1143, Editor & Publisher.

WE HAVE QUALIFIED BUYERS for  
dailies and large weeklies. Information  
strictly confidential.

DIXIE NEWSPAPERS, INC.  
P.O. Box 400, Gadsden, Ala. 35902  
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EXPERIENCED MANAGER wants  
small daily/large weekly. All Areas.  
Box 823, Editor & Publisher.

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"Seems to be trying hardest to find a  
middle ground in reference to the old  
sage that 'nothing is ever right about  
the newspaper business' in the  
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is ever wrong about it in Editor &  
Publisher!" —Martin S. Hayden, editor,  
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1 IBM ELECTRIC COMPOSER, 1 IBM  
console, 1 IBM reader, 1 IBM model 5  
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PHOTON 200B PHOTOYPESETER  
with fonts. 6 to 72 point range, many  
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Cabinets, \$12,000 each. One 18 pt.  
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All models. Service provided by manu-  
facturer. FHN Business Products,  
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CAN'T GO OFFSET? Letterpress bet-  
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Linotypes—Intertypes—Ludlows  
PRINTCRAFT REPRESENTATIVES  
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GOOD BUYS—offset composition equip-  
ment (trade-ins for Compugraphics)  
from clean plants and proud owners:  
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child PTS 2020, Photon 713.5 Linofilm  
Quick, ATF Varitypers, etc. National  
Publishers' Supply Corp., Berlin, Wis.  
54923 or 18 W. 22nd, NYC 10010.

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FOR SALE: 2 DP 4.20 Tasops Etch-  
ing Machines, 30" x 40" double truck  
300 Liter, including compressor for  
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Brown Stainless Steel Sink Model WAB  
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Steel Sink 48"x38"x10", 1 Ball Auto-  
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PCS-2500. Going to a plastic plate. All  
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Call Tom Bogardus, Business Manager,  
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Alto, Calif. 94302. (415) 326-1200.

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In better condition than the day it was  
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Used MUELLER EM-10 news-  
paper inserting machine with  
4 insert stations.

2 used Diddie-Glaser stuffers  
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## MUELLER-MARTINI CORP.

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AUTOMATIC SAXMAYER twine-tying  
machine, model S1500 pusher for right-  
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spare knotter head, spare parts kit,  
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available now, \$1,600. FOB North  
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### PRESSES & MACHINERY

## MACHINERY & SUPPLIES

### MATERIAL FOR SALE

SAVE MONEY on cold type paper and  
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ply (NAPSCO), Berlin, Wis. 54923,  
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4 UNIT GOSS UNITUBULAR with 50  
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# TENAKILL ASSOCIATES GOSS METRO PRESS

Available immediately

Cutoff 22¾ inches, web width 57 to 67 inches.  
Erected July, 1969

#### LAYOUT OF PRESS, LEFT TO RIGHT:

Mono unit — mono unit — folder — 3-color unit —  
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Each folder is Uniflow, 2-1 with double former and  
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Press dimensions: Length—87 ft. 4 in.; width—29  
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8 Goss RTP's

Web Break Detectors

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## MACHINERY & SUPPLIES

### PRESSES & MACHINERY

3 SETS OF Y COLUMNS with RTP's for Goss Urbanite press. Box 1052, Editor & Publisher.

GOSS URBANITE, 6 units, excellent condition.

GOSS SUBURBAN, 6 units, new 1969.

COTTRELL V-15A, 5 units, new 1968, with folder.

COTTRELL 4 unit V-15, excellent condition.

ROYAL ZENITH Zephyr, 2 unit with folder.

URBANITE QUARTER FOLDER—Will guarantee, like new. Also COLE Model 106 quarter double parallel folder with cross perforator, new in 1966.

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Phone: (312) 738-1200

GOSS SINGLE 2:1 FOLDER, practically new, complete with escalator, for headliner Mark I, Southwest location. Best offer. Box 1219, Editor & Publisher.

GOSS 16 PAGE UNITUBE letter press newspaper press with related equipment, excellent condition. Hammond stereo equipment, Sta Hi Master Mat Former, Richards multiforum router, Hamilton 20 page power storage cabinet, Daily Sentinel Tribune. Bowling Green, Ohio (419) 352-4611.

6-UNIT HOE NEWSPAPER PRESS 4 units of color convertible (mfg. 1960) plus two units Hoe Super Production, 2:1 double folder, balloon formers, RTP's, compression lock-up, group drive. Excellent buy! Available soon!

INLAND NEWSPAPER MACHINERY CORP.  
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GOSS MARK I HEADLINER 4 units, 23 1/2" cutoff. Wood Reels, tensions, stereotype equipment, 32 saddles for direct printing. Priced to move at \$80,000. Available 90 days. Box 1159, Editor & Publisher.

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Color King—1965  
II Unit Press complete—\$34,000  
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II Unit Pacer 36—New in 1969—Rebuilt by Web Press Corporation, complete with heavy duty half-quarter double parallel commercial folder, 40hp DC drive—\$42,000.

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Econ-O-Web perfecter press, one to eight units, available for immediate installation. We will take your trade. Send for our complete new and used equipment list, and the dealer nearest you.

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200 S.W. Michigan Street  
Seattle, Washington 98106  
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COLOR KING, 2 units, 2 roll stands, double parallel folder, counterstacker, electric roll hoist, ink agitators, can set running, about 1964, \$32,500. E. H. Richey Co., 1417 Georgia St., Los Angeles, Calif. 90015, (213) 748-5954.

### EDITOR & PUBLISHER Classified

Ads produce results like no other publication in the newspaper field! Whether you have machinery, supplies or newspapers to sell (or buy)—need a top qualified person to fill an opening—or are looking for just the right spot to advance your career—put an Editor & Publisher Classified to work for you.

## MACHINERY & SUPPLIES

### PRESSES & MACHINERY

GOSS METRO 3 unit, 2 color decks. 8 unit Urbanite, complete with folder. Box 1120, Editor & Publisher.

6 unit COTTRELL V-15A, 7 months old, complete Save \$50,000

3 unit NEWS KING, excellent condition \$32,500

NEWS KING units for add-on, sidelay, reconditioned, rollstand \$10,000

PRODUCTION KING 2:1 folder, 8 webs, 40 hp drive \$17,500

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GOSS UNIVERSAL 6-Unit Press, two color cylinders available late fall, has stereotype or Dyna-Flex saddles and equipment. Write George Oxford, Box 8483, Boise, Idaho 83707.

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#### LETTERFLEX OWNERS!

We have been authorized to sell two Letterflex "2" fully automatic wet processing machines at fraction of original cost. For more information contact:

#### INLAND NEWSPAPER MACHINERY CORP.

1720 Cherry St., Kansas City, Mo. 64108  
(816) 221-9060

COLE Model 101 quarter folder and two knife trimmer with vacuum system for Goss Suburban. Like new, half price. FOLDER, 909 E. 59th St., Los Angeles, (213) 235-3131.

### STEREOTYPE

GIANT MAT ROLLER, Sta-Hi Master Former, Hoe table and trimmer, Sta-Hi rotary shaver, Nolan full page supercater, Sta-Hi Master Router, Autoformer Vac Plate, etc. Also Sta-Hi Finaltrim, 2 Goss plate perfectors, 2 Goss Tension Millers.

CHIPPING BLOCKS, 3-ton Kemp stereo furnace, 5-ton Kemp stereo furnace, side panels for 8-ton furnace, Sta-Hi Master Former, Hoe saw table and Mondrake trimmer, dry air pump, chute guards on melting furnace, spare air clamp for Tension Miller, Wesel radial arm router.

Contact Wally Cooper, the Journal Times, 212 Fourth St., Racine, Wisc. 53403. Telephone (414) 634-3322.

FINAL CLOSE-OUT: Goss Mat Roller with floating roller; 2 Wood heavy duty auto plates 23 1/2" cutoff; 2 Sta-Hi curved plate routers; 1 Goss Miller; 1 Wood Miller; 2 Sta-Hi formers, Robert M. Yeiter, The Daily Herald, P.O. Box 4567, Biloxi, Miss. 39501.

### WANTED TO BUY

USED MASTER "48" ETCHING machine in good condition. Contact Paul Major, The Berkshire Eagle, Pittsfield, Mass. 01201. Tel: (413) 447-7311.

### WANTED

COLOR HUMPS or complete COLOR UNITS for Hoe straight-pattern double-width press. 22% cut-off, 60° stagger, either impression. Need ink rails, etc., also. Box 1092, Editor and Publisher.

WANTED: Linotypes, Model 31 electric, with 4 magazines, Tenakill Associates, 135 Lawrence St., Hackensack, N.J. 07602 (201) 437-7717.

1 GOSS COMMUNITY unit 1969 or Printing, Trumbull, Conn. Call (203) 261-2548.

### WANTED:

Digital PDP-8 Typesetting Computer. Call Mr. Sterne (513) 984-0710

### GOOD CONDITION INTERTYPE

Monarchs equipped with Star Quadders, key boards, auto-setter or TTS units. Ron Brown, Courier Checks, P.O. Box 2058, Atlanta, Ga. 30301 (404) 762-8453.

## NEWSPAPER SERVICES

### PRESS ENGINEERS

Newspaper Press Installations  
MOVING—REPAIRING—TRUCKING  
Expert Service—World Wide  
SKIDMORE AND MASON, INC.  
1 Sherman Avenue  
Jersey City, N.J. 07307  
(201) 659-6888

### PRESS TIME AVAILABLE

PRINT WITH THE PROS! Our publishers make \$\$\$, Photojournal Press, Box 760, Sandusky, Ohio 44870.

## Help Wanted...

### ACADEMIC

WICHITA STATE UNIVERSITY has a one year temporary appointment open for August. Person should have at least 10 years professional experience as a working journalist. Salary and rank depend on qualifications. Communication law, news photography, radio-television. Contact Dr. Loyal Gould, Dept. of Journalism, Wichita, Kans. 67203.

WILLIAM PATERSON COLLEGE seeks, September 1973, Assistant Professor to teach courses in Mass Communications and Journalism, emphasis on writing for print media. PhD in communications/journalism or, as an alternative, solid experience in print journalism. Write to: Dr. Theodore C. Miller, Associate Dean, William PaterSON College, Wayne, New Jersey 07470. An equal opportunity employer.

TWO MASS COMMUNICATIONS teachers needed—one in news-editorial, the other in broadcasting—to begin in September in a growing program. Media experience, Master's degree and personal initiative are basic. Salary range from \$11,000 to \$13,000 for nine months, plus excellent benefits. Women and minorities welcomed. Write Chairman, Journalism Department, Mankato (Minn.) State College 56001.

### ADMINISTRATIVE

#### PERSONNEL EXECUTIVE

Substantive newspaper labor experience plus working knowledge of newspaper operations plus broad personnel background, equals rare opportunity for the individual able to provide top level guidance and assistance on wide range of labor matters including corporate labor strategy, negotiations assistance, and program development. Special project assignments would include management development and long term personnel planning. Would also involve supervising personnel staff responsible for on-going programs.

Position requires minimum 7 to 10 years experience. Excellent salary. Generous benefits. Some travel. Send detailed resume and salary requirements to Box 1176, Editor & Publisher.

BUSINESS MINDED PUBLISHER for medium sized, well established newspaper in growing Mid-Atlantic market. The person we seek is profit oriented, strong on expense control, administration, organization and sales development. Great opportunity to a good track record that will produce its own fine horizons for personal advancement in both responsibilities and compensation. Box 1155, Editor & Publisher.

### ASSISTANT CREDIT MANAGER

If you are already a Credit Manager or Assistant on a medium sized or Metro daily and feel that you are ready to move up to a position with one of the Industry's leaders we'd like to talk with you. Area 4. Send resume, including salary history to Box 1216, Editor & Publisher.

## HELP WANTED

### ADMINISTRATIVE

## MANAGEMENT PERSONNEL

**BUSINESS MANAGER** \$40-45,000  
Report to general manager of this large metropolitan daily newspaper. Must have proven management record with strong background in advertising, promotion and circulation.

**ASSISTANT VICE PRESIDENT OPERATIONS** \$30-35,000  
Should have background in advertising and labor relations with potential to grow into general management. Experience in data processing systems highly desirable.

**PRODUCTION MANAGER** \$30-35,000  
Candidate must have strong background in running large union operation. Located in western part of country.

**ADVERTISING DIRECTOR** \$18-22,000  
Located in Zone 2. Report to general manager of this medium sized daily newspaper.

**PROMOTION MANAGER** \$19-23,000.  
For large daily newspaper in Zone 5. Establish program to utilize other mediums for promotional campaigns.

**CIRCULATION MANAGER** \$20-25,000  
For 100,000 plus daily newspaper in Area 3. Must have good promotional skills.

**MAILROOM SUPERINTENDENT** \$17-20,000  
For large daily in Area 2. Must know automation and have experience dealing with unions.

**COMPOSING ROOM FOREMAN** \$16-18,000  
For large daily newspaper in Area 4. Report to production manager and must have background in cold type.

**ASSISTANT PRODUCTION MANAGER** \$22-28,000  
For large Eastern daily newspaper. Will have total responsibility for shift operation.

**COMPOSING ROOM FOREMAN** \$18-22,000  
For West Coast daily newspaper. Must have cold type background with proven record of labor relations management.

**PRESSROOM FOREMAN** \$14-16,000  
For medium sized daily in Zone 2. Report to production manager of this union shop.

**PRODUCTION ENGINEER** \$14-16,000  
For large Midwestern daily newspaper. Staff position, reporting to production manager, with heavy responsibility for long range planning of new composing techniques.

**ASSISTANT PRODUCTION MANAGER** \$10-14,000  
Prefer college graduate with minimum of two years experience in production. Position has good growth potential.

**INDUSTRIAL ENGINEER** \$16-19,000  
Corporate staff position with large newspaper chain. Work on many different projects in all areas of operations.

All Positions Fee Paid

Patrick J. Quinn, Jr.

GORDON WAHLS CO.

Executive Search Consultants

33 West Second Street  
Media, Pennsylvania 19063  
(215) 565-0800



## HELP WANTED

### ADMINISTRATIVE

WE SEEK a profit minded executive to participate in top management of new and growing newspaper group with Eastern headquarters. Editorial experience is secondary to publishing, production, financial control, handling people and evaluation of properties. This is a unique opportunity for an ambitious professional to work on a broader scene as we acquire and run good newspapers. Box 1150, Editor & Publisher.

### NEWSPAPER ASSOCIATION MANAGER

News, advertising, promotion or association experience could qualify you as replacement for long-time manager of nation's oldest and largest regional association of daily newspapers. Present manager retiring. Apply to Inland Daily Press Association chairman, W. G. Wheeler, South Bend (Ind.) Tribune, South Bend, Ind. 46626

**BUSINESS MANAGER** for successful and growing medium sized daily in Southeast. Experience in newspaper bookkeeping/accounting essential. Background in other areas of newspapering helpful. Excellent opportunity for increased responsibilities and advancement with group. Box 1188, Editor & Publisher.

### CARTOONIST

**CARTOONIST-GAG WRITER** to ghost successful internationally syndicated comic panel. Send samples and return postage. Box 1123, Editor & Publisher.

## CIRCULATION

### CIRCULATION DIRECTOR

We are seeking an aggressive, creative person who can bring some innovative approaches to the top position in our circulation operation.

The person we seek probably is employed either as a circulation manager/director or as the assistant. Ability to deal with competitive challenges and develop a sound organization that can meet them successfully are principal needs.

For the professional who can measure up to the opportunities of this morning-evening-Sunday combination in the 225,000 circulation range, we offer an excellent salary and advancement possibilities. Attractive Zone 3 community. If you think you are the person, we would like to see your resume. Box 1217, Editor & Publisher.

**LARGE GROUP of Suburban Weeklies**—Zone 8—(80,000 net paid) desires to introduce voluntary paid in untouched booming areas of private dwellings and apartment units. Voluntary paid experience a must. Good starting salary, car allowances, bonus arrangement, many fringe benefits. Applicant accepted will report directly to Circulation Director. Opportunities for advancement are unlimited. In strict confidence to Box 1116, Editor & Publisher.

### SUPERVISOR

Aggressive Midwest (MES) newspaper has opening for two Supervisors. Must be familiar with Little Merchant plan. Sunday only motor routes and agency operation.

Excellent opportunity for individuals with leadership ability wanting to advance in circulation field.

Good starting salary; excellent company benefits.

All replies held confidential.

Box 1166, Editor & Publisher

**ASSISTANT CIRCULATION MANAGER** for growing Zone 3 morning paper. Must be strong on promotion, familiar with ABC and good with adult and young carriers. May now be District Manager on larger paper. Circulation Manager on small one. Box 1128, Editor & Publisher. All replies in confidence.

## HELP WANTED

### CIRCULATION

**OPPORTUNITY** with a good future starting as Home Delivery Manager. Must have supervisory experience and be thoroughly schooled in a district manager/carrier-type organization. Area 9 newspaper is re-organizing and offering good, solid future, company car, excellent employee benefits including retirement program, good starting salary. Box 1134, Editor & Publisher.

50,000 CIRCULATION, 6 newspapers with 150 carriers, needs circulation manager in suburban Buffalo, New York. Excellent year round sports. Home of largest state university. We're growing faster than the weeds in your garden. Bee Publications, P.O. Box 157, Williamsville, N.Y. 14221. (716) 632-4700.

**EXCELLENT OPPORTUNITY** for capable supervisor to grow with one of New England's largest newspapers. Must have ability to motivate and supervise 7 to 9 district managers. Resume to Box 1204, Editor & Publisher.

### CLASSIFIED ADVERTISING

#### CLASSIFIED ADVERTISING SALES

One of Fairfield County's (Conn.) leading dailies has need of 2 Classified Display outside salesmen to expand their rapidly increasing market area and to tap heretofore untapped areas.

#### ALL MAJOR COMPANY PAID BENEFITS

Write, stating salary expected, to: James Queening, CAM, Advocate, Stamford, Conn. 06904

### DATA PROCESSING

#### CHALLENGE

Progressive corporation in computer services to printing and publishing users seeks programmers. Prefer experience in typesetting software and assembler. Limited travel required. Location East Coast or Midwest. Box 1203, Editor & Publisher.

### DISPLAY ADVERTISING

**ARIZONA DAILY** has opening for advertising manager with promotion experience and good educational background. Fast growing area with growing newspaper. Write furnishing details. Box 1225, Editor & Publisher.

**ADVERTISING SALESMAN** with ability to write some news. Experience on free circulation helpful. Should reach 5 figure salary in 6 months. Job open now, Area 5. Send references to Box 740, Editor & Publisher.

**AN ESTABLISHED** growing territory is open on the staff of The Journal Messenger, Prince William County's tri-weekly community newspaper. Position offers base salary plus incentive for expanding sales. Good company benefits with car allowance and pleasant working conditions. Outstanding opportunity for individual capable of organizing his time, understands advertising sales and can make a good impression. Send letter/resume to Advertising Director, The Journal Messenger, P.O. Box 431, Manassas, Va. 22110.

**ADVERTISING MANAGER** for New Jersey's largest twice weekly PM publication, 67,000 circulation and growing. Good salary, car allowance, plus bonus and fringes. Send complete resume to Box 1082, Editor & Publisher.

**MIDWEST DAILY** with 30,000 circulation needs Assistant Advertising Director. Our Advertising Director will be moving to General Manager's position with one of our papers in the next year. We need an enthusiastic replacement who can learn the job in short order. We want someone who is hungry with less than 5 years sales experience, \$18,000 plus to start. Advertising Director job pays \$24,000 plus. Send resume to Box 808, Editor & Publisher.

## HELP WANTED

### DISPLAY ADVERTISING

**ADVERTISING MANAGER** to head 5 person staff, western Michigan daily. Great opportunity for weekly ad manager or second person on larger daily retail ad department. We're a growing organization with many benefits, especially small town living in a wonderful recreation area. Box 1181, Editor & Publisher.

**WE'RE EXPANDING** our display department and need 2 aggressive salespeople. We've got the market if you've got the ability to bring it in. 15,000 daily circulation. Good salary and fringes, plus you'll work in a new offset plant and live in a beautiful mountain area with clean air and lots of hunting and fishing. Give all in first letter: experience, salary requirements, future goals, availability. All replies in confidence. Publisher, The Sentinel, Lewistown, Pa. 17044.

**ADVERTISING MANAGER** for new and growing metropolitan newspaper. Contact The Daily News, Box 1466, Green Bay, Wis. 54305

**WE HAVE A PERMANENT SPOT** for an experienced display salesman who likes to live in big space as well as sell big space. Alaska's biggest city has everything and enjoys surroundings of woods, wildlife, rivers, lakes, mountains, valleys and good people who are enjoying all these good things. Contact: Vin Husey, Anchorage Times, Box 40, Anchorage, Alaska 99510.

**DISPLAY AD SALESMAN** experienced in all phases of retail advertising is needed by a 70,000 plus morning-evening-Sunday in fertile area. Excellent salary, advancement, maximum benefits and the opportunity to join an aggressive staff of account executives. Contact Paul Flynn, Advertising Director, Huntington Publishing Company, Huntington, W. Va. 25720.

**ADVERTISING SALES**, 36,000 daily. Top money to right person. Due to a large increase in business, The Odessa American is seeking a pacesetter for the retail staff. We are looking for a seasoned sales person who will take advantage of our many commission offerings on promotions, business page and TV set, while producing maximum business on a daily basis from a variety of retail accounts. Strong layout and copy also required. Yes, we are looking for that rare jewel and are willing to pay good base, commission and bonus. Liberal car allowance, insurance, etc. Opportunity for advancement into management (19 newspapers in chain). Growing city of 85,000, excellent year around climate, new university, good schools. Contact Jim McMillen, Odessa (Texas) American.

**AGGRESSIVE, PROMOTIONAL MINDED** advertising salesman experienced in selling and serving both large and small accounts. Great opportunity to advance with strong weekly and shopper in growing organization. Northwest Area 9. Send resume to Box 1190, Editor & Publisher.

**SAN DIEGO COUNTY** coastal weekly needs experienced newspaper display ad salesmen. Must be creative, ambitious, top notch. Salary plus commission. Coast Dispatch, P.O. Box 878, Encinitas, Calif. 92024.

**SALES PERSON**—Immediate opening for experienced sales person to run advertising end of year-old, up-and-coming quality weekly (7,000 circulation) in western Massachusetts. Cultural/resort area with great potential. Send resume and salary range required to Berkshire Herald, Town Hall, Lenox, Mass. 01240.

### EDITORIAL

#### NEWS EDITOR

Thoughtful hard working pro sought by progressive 25,000 PM daily in pleasant Ohio city of 40,000. Right person cares deeply about a quality news operation and can draw superior performance from a young and able staff. Write Bill Rogers, Managing Editor, The Advocate, Newark, Ohio 43055.

## HELP WANTED

### EDITORIAL

**WE ARE LOOKING** for several reporters who possess aggressiveness and imagination. We need city government, law enforcement and feature beats filled soon. Prefer 2 to 4 years experience, but talented newcomers may make the grade on our medium sized daily. Zone 5 location. Contact Box 1226, Editor & Publisher.

### EDITORIAL

Slot man for daily business newspaper in New York City. Must be strong on editing and makeups. Salary \$15-17,000. Send resume to:

Box 1193, Editor & Publisher

### MANAGING EDITOR

Great opportunity for aggressive newsman with 6-8 years experience in the newspaper field. We are a daily evening paper (award winning), and we want an organizer who can train, direct and lead a young, enthusiastic 5-man staff. Local news is our strong point. Sense of humor, ability to deal with all kinds of people and situations, like of smaller communities a necessity. (Our circulation is 6,000). We are in northern Illinois—close to Chicago and Milwaukee. Paid holidays, vacation, Profit Sharing, insurance part of the fringes. Contact Patrick B. Mattison, 401 Whitney Blvd., Belvidere, Illinois 61008 by letter.

**SCIENCE WRITER**—3 to 10 years experience, superior writing skills; deep interest in the biomedical and behavioral sciences with ability to interpret for lay readership; experience in media contact. Write Box 77, The Rockefeller University, New York, N.Y. 10021, providing resume, statement on career objectives, samples straight news and features, and salary requirements.

### WOMEN'S NEWS WRITER

Southern New England AM, PM, Sunday combination needs a writer with experience in feature work and layout. Opportunity for advancement within 18 months. We want someone ready to go by September 1st. Reply Box 1210, Editor & Publisher.

### COPYREADER

Earn minimum of \$19,000 first year. Must be pro. Metro daily, Zone 2. Send full resume to Box 1224, Editor & Publisher.

**EXPERIENCED REPORTER**. Minimum five years with small, medium daily. Send complete resume to Editor Tom Mullen, The Lima News, 121 East High St., Lima, Ohio 45802.

### MANAGING EDITOR

We are looking for an experienced newsman to lead and further stimulate a professional 17-member staff in the development of its talents. Although our own community receives top priority coverage, our influence reaches beyond the city.

To the person with imagination, energy and proven management ability we offer:

1. The number one spot on a well-established, respected newspaper group providing the city's liberal voice.
2. Full editorial responsibility and a salary to match, including excellent fringe benefits.
3. The opportunity for real accomplishment—where your talents can be expanded and your goals achieved.
4. A medium sized Midwestern city that's ideal for raising a family.

Send resume in confidence to Box 1171, Editor & Publisher.

**COPY EDITOR**. Daily newspaper copy editor. Must be U.S. citizen. Three-year contract. Starting salary \$11,614 per year plus small housing allowance. Group insurance, retirement, medical benefits, PX and commissary privileges. Transportation provided for family, furniture and car. Upon receipt of letter and resume we will forward official application blank and details on working conditions in Japan. Send letter and resume to Managing Editor, Pacific Stars and Stripes, (Tokyo, Japan) APO San Francisco 96503.



**HELP WANTED****EDITORIAL**

\$25,000 A YEAR . . . that's what we're offering for the best newsmen or women in America. To earn it, you must be able to find and develop feature ideas with popular appeal, assigning and directing the world's top staff and freelance reporters. If you have good newsgathering experience, and are prepared to work hard in a pleasant office in the Florida sunshine, write: National Enquirer, Inc., P.O. Box 3815, Lantana, Florida 33462

**IMMEDIATE OPENING** for feature editor to handle columns and the weekly "Know Your Faith" series, the largest religious adult education program in the U.S. Requires editing and promotion skills plus knowledge of the Catholic faith. Guild shop. Write: Director, National Catholic News Service, 1312 Massachusetts Ave. N.W., Washington, D.C. 20005.

**MANAGING EDITOR**

Small Zone 1 daily, now 5000 circulation but with tremendous growth potential, needs a top news executive who understands how to produce a successful suburban daily in the shadow of metropolitan competition. Modern off-set plant in prosperous small city offering ideal living conditions. Write Box 1199, Editor & Publisher.

**WEST TEXAS** afternoon paper of 36,000 seeks sharp reporter and competent combination man. Contact Managing Editor, The Odessa American, Box 2952, Odessa, Texas 79760.

**REPORTER WANTED**, man or woman, experienced or recent J-school graduate for prize winning Zone 4 semi-weekly. Send snapshot and complete resume. Job now open, Box 1195, Editor & Publisher.

**WASHINGTON REPORTERS WANTED**

Low pay, great job. Knowledge of Congress helpful. Send resume: 2000 P Street N.W., Suite 700, Washington, D.C. 20036. Ph: (202) 833-3396.

**FEATURE EDITOR** SOUGHT by lively daily newspaper in highly competitive area in Zone 2; will run and be part of 3 person department which used to be "The Women's Pages", but is now a solid family section. Layout, desk experience a must. Box 1214, Editor & Publisher.

**EDITORIAL**

Copy editors for daily business newspaper in New York City. Salary \$11-13,000. Send resume to:

Box 1197, Editor & Publisher

**NIGHT NEWS EDITOR** for 5-day morning daily with midnight deadline. Edit local copy, some wire, write heads, layouts. Write giving references, experience: Today's Sunbeam, Salem, N.J. 08079.

**EDITOR**

A leader who can train, manage and inspire a fine staff. Must have technical ability and experience to supervise all editorial jobs, including sports and women's. High standards of editorial excellence and news coverage essential. Fair treatment of all issues and independent political philosophy. Courage to take strong stands. Area 5-rapidly growing over 30,000 daily, with outstanding circulation record and potential for large increases. Generous salary and bonus. Reply confidentially to Box 1187, Editor & Publisher.

**NATIONWIDE GROUP.** Opportunities all phases of newsroom operations. Send resume, references, interests. Box 1202, Editor & Publisher.

**SUBURBAN EDITOR**—Modern offset, 27,000 AM daily on edge of Adirondack recreation area seeks self-starter to coordinate news coverage by better than average team of correspondents. Edit news, write headlines, layout pages. News writing and/or editing experience required. Resumes with salary requirements to James V. Gill, Managing Editor, Post-Star and Times, Cooper at Lawrence, Glens Falls, N.Y. 12801.

**HELP WANTED****EDITORIAL**

**EXPERIENCED INDIVIDUAL** for Connecticut weekly with new second edition covering neighboring town. Must be good writer, copy editor, photographer, able to layout pages, enjoy variety and hard work. Box 1227, Editor & Publisher.

**COPY EDITOR**—daily newspaper seeks copy editor to fill key newsroom position. Must have proven editing, reporting and graphic arts background. Prefer someone with knowledge of North Shore area of Boston. Send resume to Box 1228, Editor & Publisher.

**LIBRARIANS**

**METROPOLITAN DAILY**, Zone 5, seeks assistant to head of Reference Department. Library degree and newspaper experience required. Box 1212, Editor & Publisher.

**PHOTOGRAPHY**

**THE NATIONAL ENQUIRER** needs a photo lab assistant. Must have some experience, but enthusiasm and a love of hard work are more important. Letters only (Don't phone). Photo Editor, ENQUIRER, Lantana, Florida 33462.

**PRESSROOM**

**APPRENTICE OR JOURNEYMAN** wanted for Goss Community press, darkroom, backshop in small offset daily. \$4 to \$5 per hour, depending on experience. Write Lew Williams, Daily News, Box 79, Ketchikan, Alaska 99901.

**PRODUCTION****THE PLATE THAT PRINTS NAPP**

We're expanding . . . adding to our sales and service staff in key regional areas throughout the United States to provide the industry with a quality plate matched by quality service and support. And we are looking for the best.

**TECH REPS**

Must be highly qualified and experienced in graphic arts with emphasis on engraving and camera, teaching and communications skills . . . you'll be instructing the best in the industry.

**EQUIPMENT SERVICE SPECIALISTS**

A special breed, need broad electro-mechanical experience, analytical skill and a working knowledge of newspaper production systems . . . You'll be working with the best. Excellent opportunity for Linotype machinists.

**SALES REPS**

Solid experience in the industry . . . a working knowledge of graphics and the competition, and most important, a record of successful customer service. Join the best.

Excellent starting salary; orientation and training at NAPP, San Diego. Expenses and benefits. Plenty of room to grow. Get in on the ground floor with the team that's got

**THE PLATE!**

Send resume to:  
**LEE ENTERPRISES, INC.**  
130 East 2nd St.  
Davenport, Iowa 52801  
Attn: The Personnel Director

**HELP WANTED****PRODUCTION**

**GOSS URBANITE HEAD OR ASSISTANT** Pressman for suburban Denver group plant. Minimum 2 years experience: 4-day, 40-hour week. Three days to enjoy mountains. Call collect (303) 592-5551, ext. 60.

**PRODUCTION MANAGEMENT STAFF**

Requires a knowledge of newspaper production methods. Background in new cold type processes and computer technology helpful. College or advanced training preferred. Perhaps you now have a line position with supervisory responsibilities and want to broaden your experience.

As a member of our production staff you will work with all departments on project-type assignments to solve operational problems and have the opportunity to learn all facets of our business for continued growth and development.

Please send complete resume with salary requirements in complete confidence to:

R. A. Hallay  
Manager, Employment Services  
**CHICAGO TRIBUNE/CHICAGO TODAY**  
435 N. Michigan Avenue  
Chicago, Ill. 60611

**GENERAL COMPOSING ROOM FOREMAN**—Two shift operation averaging 200 pages per week. Eastern Pennsylvania daily now going cold type. Opportunity to become Production Manager. Salary mid-teens, top benefits. Box 1185, Editor & Publisher.

**PHOTON REPAIRMAN-OPERATOR.** Must also have paste-up experience. Enjoy the advantages of Northwest Montana. Contact The Daily Inter Lake, Box 8, Kalispell, Montana 59901.

**NEEDED** Someone with experience in doing pasteup. Also with camera experience. Offset. With repro books, Compugraphic typesetting machines. In fast growing area small firm with lots of potential. Call (303) 846-2165, Kissimmee, Fla.

**PRODUCTION MANAGER.** Growing group photo offset weekly newspapers in South Orange County needs salary and fringe benefits. Send resume to G. Takas, P.O. Box 2114, Mission Viejo, Calif. 92675.

**Positions Wanted...****ACADEMIC**

**INSTRUCTOR - ADVISER** — BS in Journalism and experience in all phases of newsroom operations qualify professional for switch to classroom. Prefer community college level, mid-Atlantic Coast. Box 1174, Editor & Publisher.

**ADMINISTRATIVE**

**EXPERIENCED NEWSPAPER PUBLISHER**, strong advertising background wishes to join staff in management position, large weekly or small daily. Consider areas 1, 2, 5, Box 1153, Editor & Publisher.

**AD MANAGER**—All departments, all size competitive papers. Young, aggressive, successful. Resume. Box 1211, Editor & Publisher.

**GENERAL MANAGER/AD DIRECTOR.** At 31, experience includes management of 19M daily, ad agency, newspaper ad sales and teaching university course in advertising design and sales. Box 915, Editor & Publisher.

**HELP WANTED****PRODUCTION**

**DAILY GOING SUNDAY** in September. Now taking applications for makeup men, operators, ad compositors, TTS monitors. Leverage: 40 hour week, liberal fringe benefits, top hourly wages, 2 weeks vacation, 1 year; 3 weeks vacation 10 years; 4 weeks vacation 20 years. Good retirement plan, sick leave, hospitalization. Holidays (5). South Georgia. Write Box 1149, Editor & Publisher.

**PUBLIC RELATIONS****PUBLIC RELATIONS**

Media contact, heavy California travel. Ag/food background helpful. Understand needs of print/broadcast media. Writer handle occasional radio/TV interviews. Good pay, bonus, retirement, medical/dental plans. Excellent future with top San Francisco agency. Send brief resume, current salary, to Box 1151, Editor & Publisher.

**INDUSTRIAL PUBLIC RELATIONS**

\$12,000 - \$14,000

New England industrial firm is seeking an individual with a news-writing background and capable to be editor of a company newspaper.

Will also assist in writing press releases and performing other public relations functions. Please reply in confidence to

Box 1200

Editor & Publisher

An Equal Opportunity Employer m/f

**PUBLIC RELATIONS OPPORTUNITY**

Multi-Division, New York Stock Exchange Company in consumer and industrial field seeks addition to corporate public relations staff in Indianapolis. Must be excellent reporter and writer with several years media experience. Industry or agency experience desirable. Opportunity to learn and participate in all phases of corporate communications. Moderate travel. Please send resume, including salary history, in confidence to Box 1180, Editor & Publisher.

An Equal Opportunity Employer

**ADMINISTRATIVE**

**QUALIFIED** in all business and production phases from small to metropolitan papers. Age 43. Resume on request. Box 1206, Editor & Publisher.

**ATTENTION PUBLISHERS:** Vacationing former editor, age 42, with broad newspaper and PR experience, would appreciate a responsible position that entails a close, day-to-day association with a first-rate publisher. Box 1130, Editor & Publisher. Meanwhile, anyone for tennis?

**ADVERTISING DIRECTOR:** Mature, all round professional seeks opportunity with metro daily or weekly group. Heavy in sales; administration, promotion, sales programming and protection, cost oriented, motivator. Seasoned in chain, department store and key accounts. Experienced accumulated one paper (combination) metro market, weekly competitive metro market. Up from staff man. Positive attitude, aggressive, enthusiastic, self-starter, personable. Top references. Zone 3 or 4 preferred. Box 1173, Editor & Publisher.



# Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

## CIRCULATION

**EXPERIENCED SUPERVISOR** seeks to become assistant circulation manager. Black man, family man. 13 years experience in district manager, carrier type organizations. BS in Business Administration. Prefer Zone 8 or 9, consider others. Box 1218, Editor & Publisher.

**PROFESSIONAL CIRCULATOR**, 25 years experience. All phases. Competitive. Top record Minimum 25M. You'll get what you pay for. Exchange references if you can afford me. Box 1068, Editor & Publisher.

## CLASSIFIED ADVERTISING

**PHONE SUPERVISOR** of large daily and Sunday experienced in phone sales and training, wants to advance with aggressive, forward thinking newspaper. Willing to relocate. Box 1140, Editor & Publisher.

**PROVEN CLASSIFIED MANAGER**, 27 years experience in all phases. Currently managing large recruitment advertising agency. Can show progressive minded publisher how to increase profitable revenue and expand into other areas of Classified. Salary range high \$30's and well worth it. Write Box 1205, Editor & Publisher.

## DISPLAY ADVERTISING

**AD DIRECTOR**, small daily, 50, BJ Missouri, \$250. Area 3,4,6. Box 1031, Editor & Publisher.

**AA-1 ADMAN**, 30 YEARS PROFESSIONAL EXPERIENCE. BOX 1085, EDITOR & PUBLISHER.

**ADVERTISING SALESMAN**—top self starter—degree—desires position with daily in Area 1 as Advertising Manager or Sales Manager. Box 1207, Editor & Publisher.

## EDITORIAL

**SPORTSWRITER**, 22, June BSJ grad seeks spot on 26M+ PM. 5 years experience including 2 summers on metro dailies. Zones 1, 2, 3, 5, 7, 8, 9. Available now. Box 1222, Editor & Publisher.

**MANAGING EDITOR** of 6,500 Midwest daily seeks early fall move to similar position with medium (or assistant at metro) daily utilizing electronic editing systems. Good knowledge of offset and strong on getting the best out of staff. Ready to move up, will consider any zone. Box 1222, Editor & Publisher.

**AUGUST '73 MA** grad seeks reporting ob. A year's writing experience as graduate assistant. Zones 1 or 2. Box 221, Editor & Publisher.

**10 YEARS OWNING** publishing and editing 10,000+ weeklies and slick news magazine. Seek growing hungry Canadian paper who needs Jack of all, master of many. 38, reliable. Box 1118, Editor & Publisher.

**WHO SAYS JOURNALISM** graduates aren't creative? Try me, you won't be sorry. I do news, features and sports. Call (618) 549-2363.

**COLUMBIA COLLEGE** June grad desires challenging work in Journalism Experience and drive. Box 1096, Editor & Publisher.

**REPORTER** with experience on 26,000 daily desires more challenging position as larger metro staff. Politics, city hall, legislature, the courts main forte. Dependable pro—5 years experience, college graduate. Box 972, Editor & Publisher.

**AWARD WINNING REPORTER**, 5 years experience, wants challenge. Top national references, solid clips, major fellowship winner. Prefer large metro, out will respond to all replies. Box 938, Editor & Publisher.

## EDITORIAL

**PUBLISHERS:** If you are looking for a responsible professional to take charge of your editorial operation, consider my 20 years of experience, record, and top references. No. 1 job only, medium daily. Prefer Southeastern. Zone 2, Box 1175, Editor & Publisher.

**ASSOCIATE AVAILABLE** for special interest publication. Box 1167, Editor & Publisher.

**CREATIVE '73** Marquette University Journalism grad desires public relations or general reporting work in Chicago western suburb. Available mid-September. Resume and samples provided upon request. Box 1129, Editor & Publisher.

**COPY EDITOR** for major metro daily seeks position as entertainment editor. 7 years experience. Male, 31, single, willing to relocate. Box 1145, Editor & Publisher.

**JAPANESE** seeks full-time correspondent or stringer position to report in Japan for overseas news media. Box 1113, Editor & Publisher.

**AUTO RACING SPECIALIST**, award winning photo-journalist, working knowledge of all forms of motorsports. Prefer daily in Florida or California. Contact R. F. Schenck, (201) 774-1472 after 6 PM EDT.

**PRODIGAL SON WANTS TO RETURN** to newspaper writing after two years absence. 3½ years daily PM experience. Top in investigative reporting, humor and wit. Zone 2, Box 1144, Editor & Publisher.

**NEWSMAN**, 40, with over 15 years reporting experience on metro dailies, seeks position on smaller town daily or weekly. Top references from former editors who say he did outstanding job. Looking for position perhaps as reporter but which does or eventually will include responsibilities in editor's area as well as other phases of newspapering. Would like to be involved in total operation, that is. Enthusiastic, imaginative, hard worker. Will relocate wherever opportunity is. Box 1165, Editor & Publisher.

**EUROPEAN WRITING POSITION** wanted. 24, BS Journalism, 2 years experience on major metro daily and past PR work. Box 1106, Editor & Publisher.

**NEWS EXECUTIVE:** Currently with large daily. 25 years experience from reporter to editor. Last 12 years directed staff of 100 reporters and editors; decisive, honest, direct with organizational and executive ability and experience. Nationally known and respected. Needs new challenge. Salary high but negotiable. Box 1121, Editor & Publisher.

**SPORTS EDITOR-WRITER**, 12 years experience. Desire Zones 3, 4, 6, 8, 9. Pro, college (Big 10), heavy on local high school coverage. Good with camera, darkroom, all sports. Hot metal or offset. Box 1083, Editor & Publisher.

**ACCURATE, INDUSTRIOUS** reporter ready to move up from small daily. Experienced general assignment—social issues, police, local government, business. Depth reporting. Formerly with wire service. Female, Mid-20's, excellent references. Box 1125, Editor & Publisher.

**WHEN THE INTERNS GO**, it's time to hire a pro (General Assignment Reporter). More than 6 years experience in most fields of coverage. Box 1137, Editor & Publisher.

**YOUNG REPORTER** for motorcycle magazine seeks general assignment spot on daily or weekly. Experience in freelance, PR and photography. BA in Political Science-Communications with college journalism experience. Zones 1, 2, 5, 7 and 9. Clips and references available. Box 1148, Editor & Publisher.

## EDITORIAL

**J-GRAD**, 27, seeks reporting spot, any beat or zone. Michigan State, high honors. Box 1170, Editor & Publisher.

**BUSINESS-FINANCIAL EDITOR**, extensive British and Common Market background. Former professor at Universities of Cambridge, England, and St. Andrews, Scotland, 10 years news and editorial experience. Box 1133, Editor & Publisher.

**PROVEN LOYALTY** to single employer, newsmen, BA, seasoned in most phases of small daily — especially managing editor, sports, area, wire work — seeks to broaden horizons on small daily, semi-weekly or wire-desk on larger daily. Box 1182, Editor & Publisher.

**HARD-WORKING JOURNALIST** with 2 years experience seeks position. Afternoon daily in Zone 9 preferred. Resume available. Box 1185, Editor & Publisher.

**1973 PULITZER NOMINEE** and winner of ABA travel, American Trial Lawyers 1st place award, plus many others. Expert, law, courts, investigative. Experienced all areas. Seek medium daily East-West coast, area more important than salary. Degree, excellent references. Box 1184, Editor & Publisher.

**YOUNG, AMBITIOUS** reporter, experienced on 80,000 daily, good clips and references, wants to write . . . anywhere. 1362 N. Doherty Dr., Los Angeles, Calif. 90069.

**REPORTER CURRENTLY CHAINED** to desk wants back out where it's happening. In 4 years as newsmen, have covered sports, police, school board, city government, courts and local politics. Box 1191, Editor & Publisher.

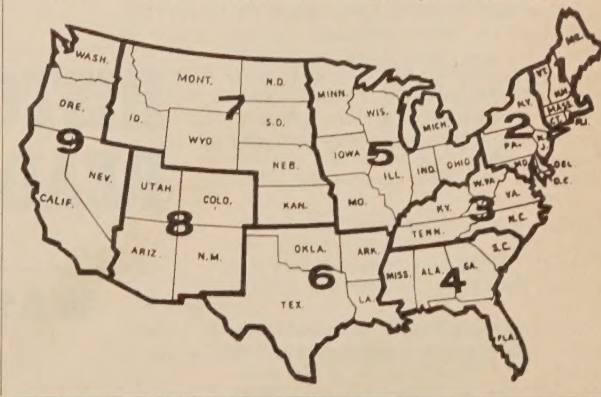
**MATURE, EXPERIENCED** newsmen wants job as editor of small daily, weekly or feature writer. Box 1189, Editor & Publisher.

**AWARD WINNING** reporter, news, wire, picture, city editor. Boxed in now as city editor on 30M daily. Want Zone 6 managing editor spot or equivalent. Capable, non-drinker, 40, family. Box 1208, Editor & Publisher.

**SEASONED EDITOR / REPORTER** seeks location Zones 8 or 9 following European sabbatical with family. Experienced with sports and general assignment including crime, government and investigative work. Can handle camera. Have also edited including heads, layout and distribution. Ten years experience. Resume available. Box 1209, Editor & Publisher.

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification



## EDITORIAL

**EXPERIENCED FEATURE EDITOR** and women's editor seeks executive writing position on newspaper or in Public Relations. Excellent credentials. Box 1215, Editor & Publisher.

## FREELANCE

**WRITER** with weekly/freelance experience will do feature assignments— theatre/arts/culture (also film-book reviews). Zone 2. Clips on request. Box 1220, Editor & Publisher.

**WRITER-PHOTOGRAPHER**, 20 years newspaper pro, touring California vacation resorts from Monterey to Mexico. Any West Coast assignment considered. Reasonable and professional. MacDowell, P.O. Box 82024, San Diego, Calif. 92138.

**ROCK SCENE**, Articles, interviews or column, from David Bowie to Mor. Good contacts, former editor, 8 years experience. Box 1192, Editor & Publisher.

**YOUNG WRITER**, camera ability, touring East-West Europe, Mid-East, Africa. All assignments considered. Currently write travel articles for Area 1 metros. Box 1186, Editor & Publisher.

## PHOTOGRAPHY

**PHOTOJOURNALIST**, 28, with 9 years experience on Los Angeles dailies looking for photo-conscience daily in Zone 9. Write: 14314 Burbank Blvd. #211, Van Nuys, California 91401.

## PRESSROOM

**FOREMAN** looking for position in management. 13 years metropolitan newspaper experience. 13 years Rotogravure pressroom experience, 6 years as foreman. Willing to relocate. Box 1213, Editor & Publisher.

## PUBLIC RELATIONS

**COLLEGE**, Zone 3! 8 years newspaper and Navy public relations experience: press, community relations; in-house information; promotional creativity; special events; educational programs; public speaking; multi-media writing; editing; supervision and management. Degree. Box 1183, Editor & Publisher.

**YOUNG SPORTSWRITER**, BS in Journalism and 5 years experience seeks post as college Sports Information Director. Zones 5, 7 or north 8 and 9. Write 217 E. Auburn Dr., Tempe, Ariz. 85238.



# Shop Talk at Thirty

By Robert U. Brown

## Open or shut case?

During 35 years of attending and covering newspaper conventions of all kinds we have seen the barriers to open sessions gradually crumble to the point of non-existence. There was a time when practically all groups had executive sessions that were closed to outsiders during which they were supposed to discuss matters of such import that no one else was supposed to know about them.

Most organizations have come to accept the truth that nothing said before a group of 15 or more people can be kept a secret and have acted accordingly. Also, they have come to realize that newspaper groups shouldn't meet in secret anyway.

We have been privileged over the years to attend many of these closed sessions—usually with an embargo against using names and direct quotes—and it has been our experience that little, if anything, was said in secret that could not have been said in public, and so reported.

In witnessing the transition from closed to open sessions, in most cases we have seen very little reluctance among newspaper people to stand up and be counted, to say what had to be said. The reason for the closed sessions was to promote frank discussions supposedly unattainable in on-the-record meetings. It was, and is, a chimera.

There has been little noticeable change resulting from open sessions.

Where the transition has been made we haven't heard anyone say they want to go back to the old ways.

The National Council of Editorial Writers has been thrust into a controversy over the "editorial critique" sessions held during their annual meetings. Prior to these meetings the editorial writers swap their pages with others assigned to the same critique group so that they are usually prepared to discuss each other's work frankly.

But these are not "closed sessions." Reporters usually have been permitted to attend under the ground rule that editors and newspapers would not be identified by name. The system has not been challenged until a reporter from *More*, the journalism review, refused last year to abide by the terms and wrote a piece about the editorial writers "secret sessions."

The issue now being faced by NCEW members, and on which they are being polled, is whether even this reporting restriction is justified. Can the editorial writers cloak their own discussions with anonymity when they editorially criticize government and other groups for doing the same?

Closed or semi-closed meetings of journalistic groups are an anachronism. We believe that to be true wherever they are held with the possible exception of governing boards.

NCEW members will find that completely open critique sessions when they are held—and we feel most of the members will vote for them—will not change

the nature or character of the discussions or their value to each member.

Constructive comment and criticism never will suffer in an open forum.

## \$1 million Gannett grant to university

Gannett Newspaper Foundation has made a \$1 million grant to the University of Florida (Gainesville) College of Journalism and Communications for construction and equipping of a new building.

In making the announcement July 16, Gannett president Alan Neuharth called the university a "pacesetter" in journalism education and a major step in the careers of many Gannett newsmen in Florida. The 53-paper chain owns six papers in Florida. Neuharth further announced that Gannett would grant a total of \$9 million to institutions this year.

John Paul Jones, dean of the communications school, said \$3 million was needed to construct the new building to house the 1,000 students in journalism, broadcasting, public relations, and advertising.

## Jorgensen firm buys Chronicle in Wall Street

A publisher of two weekly newspapers in Massachusetts has expanded into Wall Street with purchase of the 134-year-old *Commercial and Financial Chronicle*.

C. Peter Jorgensen, president of Century Publications Inc., which publishes the 12,000-circulation *Arkington Advocate* and the 6,200-circulation *Winchester Star*, said plans to expand the New York City-based Chronicle into New England financial and business markets.

The Chronicle has had three editions a week: a general news edition, a statistical news edition and an edition for over-the-

counter stock market listings. The William B. Dana Co., former owners of the Chronicle, will continue to publish and own the OTC Market Chronicle edition.

## Brown expands staff

Sidney Brown, president of the New York Financial Writers Association, will continue as editor of the Chronicle, Jorgensen announced. Three additional editorial department employees and two advertising representatives will be hired this summer.

Century Publications was formed in 1969 (E&P May 22, 1971) when Jorgensen, editor of the *Bedford (Mass.) Minuteman*, and his wife, Kathryn, a former reporter in Massachusetts, purchased the *Arlington Advocate*. Two years later the *Winchester Star* was acquired.

## Former exec loses suit against Times

A lawsuit by a former executive of the *New York Times* seeking damages for stock benefits he lost when he resigned from the paper was dismissed July 17 in New York Federal District Court.

Amory Bradford was vicepresident and general manager of the Times when he resigned in 1963. He later was an executive with Scripps-Howard Newspapers.

The Times contended that Bradford was not entitled to the payment of common stock under an incentive compensation plan for executives because he had violated the "non-competition" clause of the plan by joining a competitor.

Bradford contended he had not violated the provision because his managerial duties at Scripps-Howard were not in competition with the Times.

Judge Morris Lasker ruled that Bradford had breached the agreement, which not only required that he not engage in competition with the Times, but also that he not "secure employment with a Times competitor that might put him in a position to allow his employer to gain to competitive advantage."

Under the plan's provisions, a participating executive earns units of stock that are credited to his account during employment with the Times, and the accumulated stock is paid to him in 10 equal installments after he leaves the company.

## HISTORY MAKERS READ IT . . . BELIEVE IT

and so do nearly a million others.

## WASHINGTON STAR-NEWS

Washington, D.C.



## The real

Man in his ignorance has always assumed that the earth would rejuvenate herself, no matter what he did.



The earth can lose her resiliency. Her waters are polluted, her soil is becoming dust, some of her trees are poisoned. Someday she may be beyond her ability to heal herself. But what we do to her we do to ourselves.

The Indians call the earth their mother. We must protect the earth. We must learn to live in harmony with her; we must learn her moods and rhythms. We must love the earth.

## The ideal

When man and nature are in harmony, the land is happy. There is great strength in this idea.



**Announcing:**

# **The Walker Stone Awards For Editorial Writing**



Named for the late editor-in-chief of Scripps-Howard Newspapers and president of The Scripps-Howard Foundation, The Walker Stone Awards are a new competition open to newspapermen and women in the field of editorial writing.

They will consist of a first prize of \$1000 and a certificate, and an honorable mention prize of \$500.

The yardstick for judging will be the effectiveness of the editorials as measured by results, and work submitted must have been published in a U.S. newspaper in 1973.

Examples could be editorials in support of civic reforms, or worthy civic programs; in opposition to the expenditure of un-

necessary monies by local officials; the elimination of graft; editorials in favor of better housing, better police protection, etc.

Sponsored by The Scripps-Howard Foundation, judging will be by a panel selected and supervised by the School of Journalism of Oklahoma State University, Mr. Stone's alma mater.

All entries must be submitted to The Walker Stone Awards, Scripps-Howard Newspapers, 200 Park Avenue, New York, New York 10017, and postmarked no later than February 1, 1974. No entry blank is required, and entries become the property of The Scripps-Howard Foundation.

**Scripps-Howard  
Foundation**

200 Park Avenue, New York, N.Y. 10017

